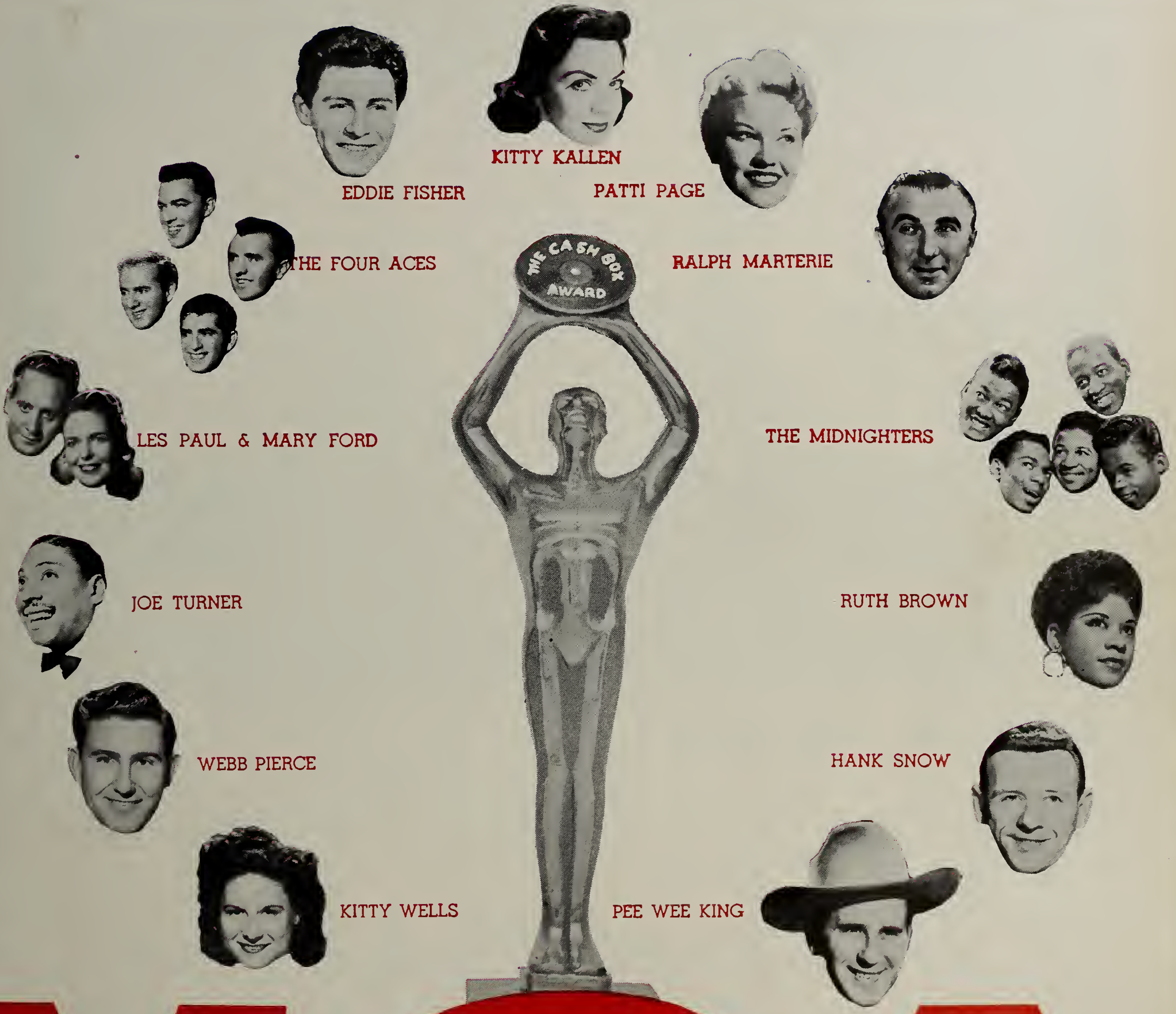
THE CASH BOX

VOLUME XVI APRIL 2, 1955 NUMBER 28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KITTY KALLEN
PATTI PAGE
THE FOUR ACES
THE CASH BOX AWARD
RALPH MARTERIE
LES PAUL & MARY FORD
THE MIDNIGHTERS
JOE TURNER
RUTH BROWN
WEBB PIERCE
HANK SNOW
KITTY WELLS
PEE WEE KING

MOA

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of
"The Cash Box"
MUSIC
OPERATORS'
POLL
1954

FIFTH ANNUAL CONVENTION
March 28-29-30, Morrison Hotel, Chicago, Ill.

who
will
win?

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at the MOA Convention . . . Polls Open Monday: 2 PM - 9 PM; Tuesday: 2 PM - 6 PM

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FIRST IN RECORDED MUSIC

HIS MASTER'S VOICE

MOA SPECIAL ISSUE

FOUNDED BY BILL GERSH

The Cash Box

Volume XVI Number 28
April 2, 1955

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The Cash Box Publishing Co., Inc.
26 West 47th Street, New York 36, N. Y.
(All Phones: JUdson 6-2640)
JOE ORLECK

●

CHICAGO OFFICE
32 West Randolph St., Chicago 1, Ill.
(All Phones: DEarborn 2-0045)
BILL GERSH
Karyl Long Cissie Gersh

●

HOLLYWOOD OFFICE
6272 Sunset Blvd., Hollywood, Cal.
(Phone: HOllywood 5-1702)
CARL TAFT

●

NASHVILLE OFFICE
804 Church St., Nashville, Tenn.
(Phone: NAshville 5-7028)
CHARLIE LAMB

●

BOSTON OFFICE
137 Sutherland Rd., Boston, Mass.
(Phone: BEacon 2-7633)
GUY LIVINGSTON

●

LONDON OFFICE
17 Hilltop, London, N.W., England
MARCEL STELLMAN

●

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SID PARNES, Editor-In-Chief
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MARTY OSTROW, Associate Editor
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THE CASH BOX covers the entire music industry, ranging from retail record and music stores to disk jockeys, music publishers, recording artists, record manufacturers, music composers and arrangers, radio and TV stations, and all others allied to the music industry throughout the world.

THE CASH BOX covers the entire coin machine industry all over the world. Operators, jobbers, distributors, manufacturers and suppliers of automatic music, vending, service and amusement machines are covered.

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DIVIDED WE FALL

Everyone knows the saying "United we stand. Divided we fall."

That saying applies nowhere more strongly than in the relationship between the juke box and record industries.

For both these businesses have reached their modern peaks of activity literally hand in hand.

Today the record business is a full fledged, vital aspect of our entertainment picture. That wasn't so twenty years ago. At that time, the record industry was fighting for its life against the all-embracing new invention, radio. It was presumed by all those "in the know," that records were dead and that music would henceforth be purveyed to the public exclusively through radio.

Those "in the know" were wrong.

For it was just about that time that juke boxes started expanding their activities and their capacities. And as juke boxes spread to more and more locations, as they were able to hold more and more disks, the record industry grew in proportion and prospered.

Today, juke boxes use directly approximately 25% of the entire output of records and are responsible for an untold amount of indirect sales. With 550,000 machines located throughout the entire country, each one capable of playing anywhere from 80 to 120 sides, it can readily be seen that juke boxes are a vital aspect in the health and continued prosperity of the record business.

But likewise, so does every juke box operator know that without the continuous commercial output which the record industry has geared itself to, juke boxes could never have reached their present capacity, nor could they continue to attract customers at the rate that they do.

Fortunately for everyone concerned, there have never been any real disputes between the juke box and record people. Each knows the value of the other. Each knows the other's function. Each knows that alone, the going would be very tough—perhaps even impossible.

So today, after working closely together for more than twenty years, each of these industries stands as an entity, operating individually, yet closely related, not only in the product which it sells, but also in its attitude towards this product.

For essentially both the record industry and the juke box operator is selling music to the public. And just as it is rare to find someone in the record business who doesn't really like records or music, so is it rare among juke box operators. As a whole, juke box operators are vitally interested in every phase of the record business, for they know that the song, the artist, the treatment, the promotion all go into the making of a hit. And it is the hit record which both the music people and the juke box operators want.

With this same goal in view, the juke box and record industries will go on working together in the years to come, understanding each other's problems, and cooperating in their solution.

The
GOOFERS

Fabulous in Nite Clubs
and NOW
The Nation's Newest Recording Sensations

BACK TO BACK
2 Great Hits

"FLIP, FLOP AND FLY"

and

"MY BABE"

Coral #61383

management
MANNIE GREENFIELD
9 Rockefeller Plaza
New York, N. Y.

CORAL RECORDS

THE NATION'S
TOP TEN
PLUS THE NEXT 25
JUKE BOX TUNES

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To *The Cash Box* By Leading Music Operators Throughout The Country.

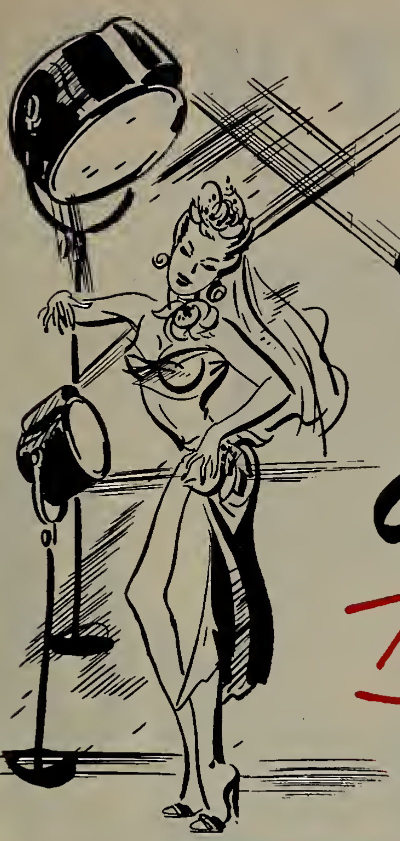
THE CASH BOX

CODE

AB—Abbott
AL—Aladdin
AP—Apollo
AT—Atlantic
BE—Bell
BR—Brunswick
BT—Bethlehem
CA—Capitol
CD—Cadence
CH—Chess
CK—Checker
CM—Combo
CO—Columbia
CR—Coral
CT—Cat
CW—Crown
DA—Dana
DE—Decca
DL—DeLuxe
DO—Dot
DT—Dootone
DU—Duke
EP—Epic
ES—Essex
FA—Favorite
FB—Fabor
FE—Federal
FI—Fiesta
4 Star—Four Star
GR—Groove
IM—Imperial
JD—Jay Dee
JU—Jubilee
KI—King
LO—London
ME—Mercury
MG—MGM
MJ—Majar
MO—Modern
NG—Norgran
PA—Parrot
PD—Polydor
PE—Peacock
PO—Potter
PR—Prestige
RA—Rainbow
RE—Regent
RM—Rama
SA—Savoy
SO—Sound
SP—Specialty
TA—Tampa
TF—Tiffany
TI—Tico
TR—Trend
UN—United
VA—Valley
VI—RCA Victor
WA—Watco

		Pos. Last Week
1	**SINCERELY** **McGUIRE SISTERS** CR-61323 (9-61323)—McGuire Sisters CH-1581 (45-1581)—Moonglows DE-29421 (9-29421)—Louis Armstrong ME-70569 (70569x45)—Bop-A-Loos MG-11917 (K-11917)—Billy Fields VI-20-6014 (47-6014)—Johnnie & Jack	1
2	**MELODY OF LOVE** **BILLY VAUGHN—FOUR ACES—DAVID CARROLL** CA-3018 (F-3018)—F. Sinatra & Ray Anthony CO-40417 (4-40417)—Sammy Kaye CR-61334 (9-61334)—McGuire Sisters DE-29395 (9-29395)—Four Aces DO-15247 (45-15247)—Billy Vaughn KI-1429 (45-1429)—Ink Spots ME-70521 (70521x45)—David Carroll MG-11908 (K-11908)—F. MacCormack VI-20-5975 (47-5975)—Tony Martin & Dinah Shore VI-20-5973 (47-5973)—Leo Diamond	2
3	**THE CRAZY OTTO** **JOHNNY MADDOX** DO-15325 (45-15325)—Johnny Maddox PD-22009 (45-22009)—Crazy Otto	4
4	**TWEEDLEE DEE** **GEORGIA GIBBS — LAVERN BAKER** AT-1047 (45-1047)—Lavern Baker AU-114 (45-114)—Dorothy Collins CA-3008 (F-3008)—Vicki Young CR-61332 (9-61332)—Lancers CR-61366 (9-61366)—Teresa Brewer KI-1436 (45-1436)—Bonnie Lou ME-70517 (70517x45)—Georgie Gibbs ME-70553 (70553x45)—Bop-A-Loos VI-20-6005 (47-6005)—Pee Wee King	3
5	**EARTH ANGEL** **PENGUINS — CREWCUTS** CA-3002 (F-3002)—Les Baxter & Bombers DT-348 (45-348)—Penguins ME-70529 (70529x45)—Crewcuts MG-11904 (K11904)—Pat O'Day SO-108 (45-108)—Gloria Mann	6
6	**HOW IMPORTANT CAN IT BE** **JONI JAMES — SARAH VAUGHAN** CR-61362 (9-61362)—Teresa Brewer DE-29412 (9-29412)—Connee Boswell ME-70534 (70534 x 45)—Sarah Vaughan MG-11919 (K-11919)—Joni James MJ-138 (45-138)—Jack Smith VI-20-5993 (47-5993)—Lou Monte	7
7	**KO KO MO** **PERRY COMO—CREWCUTS** CA-3031 (F-3031)—Hutton Sisters CA-3057 (F-3057)—Andy Griffith CM-64 (45-64)—Gene & Eunice DE-29420 (9-29420)—L. Armstrong & G. Crosby DL-6080 (45-6080)—Charms ME-70529 (70529 x 45)—Crewcuts TA-2000 (45-2000)—Dooley Sisters VI-20-5994 (47-5994)—Perry Como VI-20-5998 (47-5998)—Tito Rodriguez VI-20-6022 (47-6022)—H. Hawkins & R. Robbins X-0087 (4X-0087)—B. Clooney & B. Darnel	5
8	**HEARTS OF STONE** **FONTANE SISTERS** BE-1080 (45-1080)—4 Belles CA-2946 (F-2946)—Rudy Gray CA-3008 (F-3008)—Vicki Young CR-61305 (9-61305)—Goofers CR-61335 (9-61335)—McGuire Sisters DE-29375 (9-29375)—Red Foley DL-6062 (45-6062)—Charms DO-15265 (45-15265)—Fontane Sisters KI-1392 (45-1392)—Louis Innis RB-1301 (45-1301)—Jewels VI-20-5955 (47-5955)—Ruby Wells	8
9	**PLEDGING MY LOVE** **JOHNNY ACE — TERESA BREWER** CO-40436 (4-40436)—Four Lads CR-61362 (9-61362)—Teresa Brewer DE-29421 (9-29421)—Louis Armstrong DU-136 (45-136)—Johnny Ace DL-6075 (45-6075)—Thunderbirds ME-70551 (70551x45)—Ronnie Gaylord MG-11931 (K-11931)—Tommy Mara VI-20-6050 (47-6050)—Nita, Rita & Ruby	—
10	**THAT'S ALL I WANT FROM YOU** **JAYE P. MORGAN** CR-61360 (9-61360)—Dick Jacobs ME-70537 (70537x45)—D. Washington MG-11935 (K-11935)—Audrey Williams SA-1151 (45-1151)—Larry Darnel VI-20-5896 (47-5896)—Jaye P. Morgan	9

11) IT MAY SOUND SILLY. 12) OPEN UP YOUR HEART. 13) BLUE MIRAGE. 14) ROCK LOVE. 15) MR. SANDMAN. 16) DANGER! HEARTBREAK AHEAD. 17) MAMBO ROCK. 18) BALLAD OF DAVY CROCKETT. 19) CHERRY PINK AND APPLE BLOSSOM WHITE. 20) DANCE WITH ME, HENRY. 21) NO MORE. 22) WEDDING BELLS. 23) ALL OF YOU. 24) DARLING, JE VOUS AIME BEAUCOUP. 25) BIRTH OF THE BOOGIE. 26) THERE GOES MY HEART. 27) CLOSE YOUR EYES. 28) THE FISH. 29) FINGER OF SUSPICION. 30) A MAN CHASES A GIRL. 31) THE SAND AND THE SEA. 32) LAZY GONDOLIER. 33) LET ME GO LOVER. 34) WHERE WILL THE DIMPLE BE? 35) MAKE YOURSELF COMFORTABLE.



LOOKS LIKE A 1,000,000

GOING STRAIGHT TO THE TOP...

The Original Pop Version

"FLIP, FLOP AND FLY"

CASINO RECORD-138

b/w
"FUN LOVIN' WOMAN"

Recorded by

Billy Duke and his DUKES

(America's Great New Vocal-Instrumental Group)

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KIngsley 6-4952

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"PASS IT ON"

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THANKS
For Your Wonderful
Cooperation

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KAPPY JORDAN, East
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Public Relations
HARRY SOBOL

GAC

GREAT DOUBLE-DECKER

Rosa

NEW RELEASE

"LET'S STAY HOME TONIGHT"

1258

Published by
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Prof. Mgr. **MURRAY DEUTCH**

Personal Mgt.
FRANK P. BARONE
515 MADISON AVENUE NEW YORK, N. Y.

RECORD REVIEWS

A DISK & SLEEPER
B+ EXCELLENT
B VERY GOOD
C+ GOOD
C FAIR
D MEDIOCRE

GUY MITCHELL
(Columbia 40468; 4-40468)

B+ "NOBODY HOME"(2:35) [Hawthorne ASCAP—Wayne, Springer] Guy Mitchell has a potent piece of material to work with here as he glides through a cute latin beat novelty. Fashions tune with an amusing accent. Could click.

C+ "ZOO BABY" [Joy ASCAP — Wayne, Springer] Norman Leyden and the ork again assist Guy as he rides over the imaginative lyrics that make up this novelty. Bouncey side that mentions all sorts of animals. Cute.

DANNY COSTELLO
(MGM 11958; K-11958)

B "WE'RE NOT CHILDREN ANYMORE" [Robert ASCAP—Green, Ross] MGM has a newcomer with a load of potential in Danny Costello. The crooner's debut performance on this pretty ballad is commercial and it could take off. Good tune.

C+ "MY OWN" [Love BMI—Mellin, Gaze] a chorus backs Danny on this shuffle beat love song. Pretty delivery of a good tune.

BILL DARNEL
("X"-0109; 4X-0109)

B "A MILLION THANKS" (2:24) [Marlyn BMI—Freed, Scott] Bill Darnel gets an assist from the Excels on a solid rock 'n roll item that could catch on and click. Potent arrangement.

C+ "ROCK AND ROLL BABY" (2:10) [Marlyn BMI—Scott] Another rocker is belted out by the songster. Two good sides for the hoofers.

GOOD TIME CHARLIE
(Media 1008; 45-1008)

B+ "CRAZY OTTO GOES TO PARIS"—With the cornball piano so popular today, the new Media label starts off on the right foot with a contagious and amusing arrangement of rinky-dink material by Good Time Charlie. Charlie plays all popular French standards here.

B "CRAZY OTTO GOES TO ITALY"—Charlie offers more of the same on this side, but the tunes played are all Italian favorites. Cute stuff. Should sell plenty.

LEROY HOLMES ORCH.
(MGM 11962; K-11962)

B+ "UNCHAINED MELODY" (2:49) [Frank ASCAP — Zaret, North] Leroy Holmes and the ork, assisted by the penetrating whistling of Fred Lowery, presents a beautiful string arrangement of a haunting film melody that's breaking. Should share heavily in the final take. Song is sure to be a smash.

C+ "OLIVIA" (2:51) [Paxton ASCAP — Ackers, Skylar] A chorus joins the Holmes crew on this pretty, romantic offering. Inviting name song.

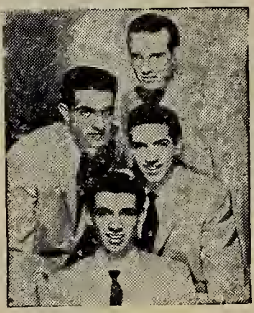
THE CASH BOX
DISK OF THE WEEK

"THE DOOR IS STILL OPEN"
[Berkshire BMI—Willis]
"TEARDROPS FROM MY EYES"
[Simon House BMI—Toombs]
THE HILLTOPPERS
(Dot 15351; 45-15351)

THE HILLTOPPERS

● The Hilltoppers enlist in the ranks of the pop artists to record rhythm and blues hits with two terrific sides that offer excitement in every groove. Featuring the potent, commercial voice of Jimmy Sacca, the boys present on one side a great new tune that is so simple it's beautiful. It's a hot r & b tune tagged "The Door Is Still Open". And it's their most beautiful performance since "P.S. I Love You". Flip "Teardrops From My Eyes", is a rhythm number that was a smash in the r & b field a number of years back. We're wild about the top half.

"DON'T BE ANGRY" (2:15)
[Republic BMI—McCoy, Brown]
"CHOP CHOP BOOM" (2:30)
[Pamlee BMI—Taylor, Smith]
THE CREWCUTS
(Mercury 70597; 70597x45)



THE CREWCUTS

● The Crewcuts, who had their biggest hit in "Sh-Boom", a rock and roll smash, delve into the rhythm and blues field and come up with some great material for their latest release. And if this song doesn't hit the No. 1 spot, nothing will. It's a sensational jump novelty dubbed "Don't Be Angry". In addition to a great tempo, the fabulous La-la-la-la gimmick at the start is just "the most". Flip "Chop Chop Boom", is another hot rocker with a Latin beat. Top half should be the biggest R & B tune to hit the pop field yet.

"MOST OF ALL"
[Arc BMI—Fugua, Freed]
"PUT ME IN THE MOOD"
[Tula BMI—Lowe, Lubar]
THE FONTANE SISTERS
(Dot 15352; 45-15352)

FONTANE SISTERS

● The practice of recording rhythm and blues tunes for the pop market, continues in full swing. Here, the Fontane Sisters, riding high with "Hearts of Stone" and "Rock Love", dish up another r & b smash that'll head way up toward the top. It's a beautiful ballad with a beat, and the girls blend wonderfully on it. It's the Fontanes' first venture into the slow ballad department since they joined Dot, and we're sure it'll establish them as top money earners in all fields. Flip, "Put Me In The Mood" is an appealing shuffler.

"MOST OF ALL"
[Arc BMI—Fugua, Freed]
"THE DOOR IS STILL OPEN"
[Berkshire BMI—Willis]
DON CORNELL
(Coral 61393; 9-61393)

DON CORNELL

● For his latest release, Don Cornell takes hold of two of the country's hottest rhythm and blues ballads of the day and presents them in top notch fashion. Two tremendous showings by the deep voiced crooner that should have the money rolling in. One side in a wonderful love song labelled "Most Of All", a tune that'll almost certainly be a top seller. The coupling is a facinating, and simple romantic item tagged "The Door Is Still Open". It's a warm and tender sentimental song loaded with potential. Don has a twin threat here.

TOMMY & JIMMY DORSEY
(Bell 1087; 45-1087)

B "MR. RAINBOW" (2:19) [Embassy BMI—Blassner, Hollander] Tommy and Jimmy Dorsey display their talents on a pretty melody set to a very danceable tempo. Bill Raymond handled the vocal chores.

C+ "YOU TOO CAN BE A DREAMER" (2:36) [Mills ASCAP — Parish, Livingston] With Lynn Roberts taking over in the voice department, the Dorseys glide through a wonderful oldie. Two top grade dance sides.

JOE MARINE
(New Disc 10019; 45-10019)

C+ "GOODNIGHT MY LOVE" (2:18) [Robbins ASCAP — Gordon, Revel] Joe Marine, a polished performer, wends his way through an inviting love song assisted by a chorus and Charlie Naylor's ork. Smooth piping.

B+ "IF IT WASN'T FOR YOU" (2:41) [Tee Pee ASCAP—Immerman, James, Cassini] The crooner belts out a pretty, new tune set to a slow shuffle rhythm. Commercial offering that could catch on if it gets a push.

BILL JOHNSON QUARTET
(Ronnex 1001; 45-1001)

C+ SHTIGGY BOOM" [Lero BMI—Jarvis, Diamond] A clever little novelty is given a solid rock 'n roll reading by the Bill Johnson Quartet. Sock side that could stir up sales.

B "I ALMOST LOST MY MIND" [St. Louis BMI — Hunter] Another potent piece of rhythm and blues material that's making big noise is fashioned by the Johnson boys. Crew has a terrific sound.

ROY HAMILTON
(Epic 9102; 5-9102)

B+ "UNCHAINED MELODY" [Frank ASCAP — Zaret, North] The dramatic, spine-ting'ing voice of Roy Hamilton comes over beautifully on this exciting new song that's breaking for the top. Tremendous performance by the warbler. Should sell a heap of records.

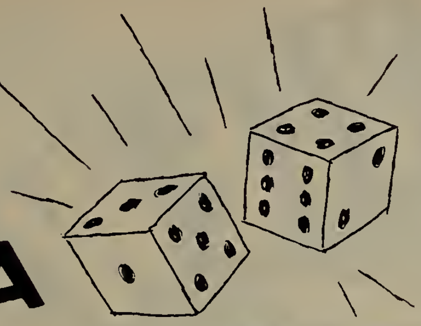
C+ "FROM HERE TO ETERNITY" [Barton ASCAP—Wells, Kaiger] This side features the songster on a jump item that made some noise about a year ago. Ok side.

JOHNNIE RAY &
LES ELGART ORCH.
(Columbia 40471; 4-40471)

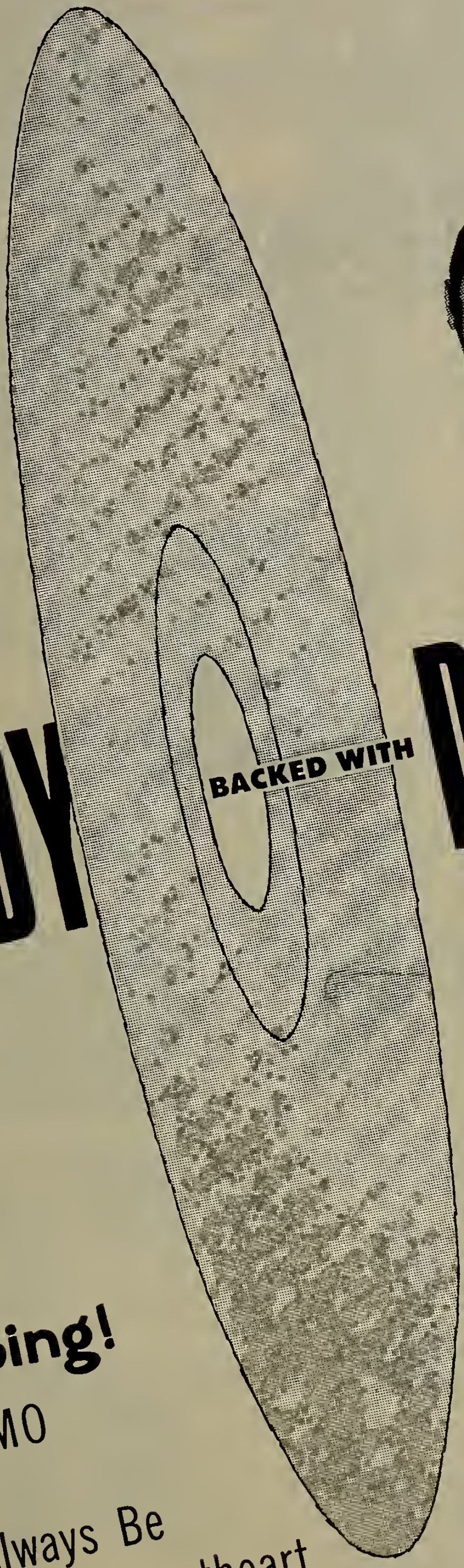
B+ "FLIP, FLOP AND FLY" [Progressive BMI—Calhoun, Turner] A tremendous rhythm and blues jumper is fashioned in top form for the pop market by Johnnie Ray and Les Elgart's crew. Rockin' side. Will do well.

C+ "THINE EYES ARE AS THE EYES OF A DOVE" [Carlyle BMI—Sandry] A semi-religious item taken from the bible is feelingfully fashioned by Ray.

A



on either side!



NOBODY

BACKED WITH

DOOR OF DREAMS

-Still climbing!

KO KO MO

BW

You'll Always Be
My Lifetime Sweetheart

perry como

RCA VICTOR Records

Direction
GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

RECORD REVIEWS

A DISK & SLEEPER
B+ EXCELLENT
B VERY GOOD
C+ GOOD
C FAIR
D MEDIOCRE

IRVING FIELDS TRIO
(Fiesta 049; 45-049)

B "DAVY CROCKETT MAMBO" [Wonderland ASCAP — Brunn, Blackburn] The nation's number one tune gets a driving mambo treatment from the Irving Fields Trio. Clever arrangement that makes for top notch dancing.

B "CRAZY PANCHO MEDLEY" — Fields lets loose at the keyboard with a cornball piano medley of popular Latin American tunes. Now that the rinky-dink piano sound is so popular, this one could sell big.

THE SUNNYSIDERS
(Kapp 113; K-113)

B+ "HEY, MR. BANJO" (2:00) [Mills ASCAP—Morgan, Malkin] The Sunnysiders make an impressive debut on Kapp with a cute bouncey novelty. Contagious ditty loaded with handclapping and banjo pickin'. Could stir up noise.

B "ZOOM, ZOOM, ZOOM" (2:16) [Mills ASCAP—Morgan, Malkin] Another good jumper on this side makes the disk a good commercial item for the boxes. Has a solid beat and a light, pleasing melody. Two strong ends.

ARLINE TYE
(MGM 11957; K-11957)

B "STOP RINGING MY BELL" (2:24) [Mellin BMI—Aleff, Aleff, Mellin] Arline Tye, a polished songstress, bows on MGM with an easy going lilter. Good tune well delivered. Bell and knock on door, add to side's appeal.

B "WHAT WAS I TO DO" (2:40) [Mellin BMI—Moore, Campbell] This end is another lilter pertly treated by the thrush. Choral assist fits perfectly. Very pretty romantic ditty. Arline could make the grade.

KATHY LLOYD
(London 1520; 45-1520)

B "TOMORROW NIGHT" (2:36) [Felsted BMI — Dana, Gamse] Kathy Lloyd, Ted Heath's lead vocalist, comes through with a beautiful reading of tender love song. Latin flavored number. Polish showing. Wistful voice.

C+ "IT WORRIES ME" (2:30) [ABC Music ASCAP—Reichel, Sigman, Schultz] Another penetrating new ballad is feelingfully interpreted by the songbird. Easy going recital.

BING CROSBY
(Decca 29483; 9-29483)

B "JIM, JOHNNY AND JONAS" [Red River BMI—Bond] A very pretty tropical tune is tenderly fashioned by the rich Bing Crosby voice. Sentimental ballad set to a slow waltz tempo. Lush chorus assists.

B "FAREWELL" [Wonderland ASCAP — Blackburn, Bruns] The groaner melts through a folk flavored tune presented in the "Disneyland" "Davy Crockett" TV series. A touching tune beautifully handled. Chorus is full and great here.

THE CASH BOX
SLEEPER OF THE WEEK

"NO SUCH LUCK" (2:55)
[Southern ASCAP—Stillman, R. Allen]

"SMOKY MORNING" (3:00)
[Carol ASCAP—George, S. Allen]

DOLORES HAWKINS
(Epic 9100; 5-9100)

DOLORES HAWKINS

● Epic is destined to have a tremendous year in 1955 if the new Dolores Hawkins platter is any indication of what's to come. The thrush takes hold of a fascinating new ballad called "No Such Luck" and projects it in winning fashion. It's a wonderful tune with an imaginative lyric that ranks in a class with "Hey There." Not only is the song outstanding, but the thrush's performance is great. And the Don Costa ork and chorus assist excellently. Song has that standard quality. And the catchy "Ah Yes" line makes you want to hear more. Flip is a torchy, sentimental blues called "Smoky Morning." Solid coupling.

"THE BREEZE AND I" (3:21)
[E. B. Marks BMI—Lecuona, Stillman]
"JALOUSIE" (3:29)
[Harms ASCAP—Gade, Bloom]

CATERINA VALENTE
(Decca 29467; 9-29467)

CATERINA VALENTE

● Italian star Caterina Valente, who broke through the hit barrier and the sound barrier with her phenomenal high fidelity like recording of "Malaguena," has on her latest platter, two tremendous sides that should establish her as a top recording artist. Both are top-drawer Latin standards—"The Breeze And I" and "Jalousie." And each half features the Werner Müller orchestra supplying tremendous intros as lush and exciting as the one heard on "Malaguena." The only difference is that Miss Valente sings these tunes in English and not in German. The disk was recorded by Deutsche Grammophon, which did the previous disk. Decca has another money-maker in this one.

"CRYSTAL CHANDELIER" (2:25)
[E. H. Morris ASCAP—H. Spina]

"ENCHANTMENT" (2:48)
[Lawson-Gould ASCAP—Parker, Small, Singer]

HUGO WINTERHALTER & HENRI RENE
(RCA Victor 20-6076; 47-6076)

● Here is the most beautiful instrumental coupling so far this year. Two absolutely captivating sides that oughta sell a heap of records. Set against the lush strings of the Hugo Winterhalter orchestra, Henri Rene works on the penetrating musette accordion and does two great jobs. "Crystal Chandelier" is a light, novelty type instrumental with a contagious tune. Sparkling lilter full of color. Has that hi-fi sound. Equally great is "Enchantment," a beaty mood item with depth and excitement. A potent, melodic piece that can't miss. The artists have a two-sided winner.

"GOODBYE STRANGER, GOODBYE" (2:39)
[Wemar BMI—Kaye, Baum, Kaye]

"RED ROSES" (2:31) [Lowell BMI—Kriegsmann, Walters]

JOHN LAURENZ
(Jubilee 5190; 45-5190)

● Here is one of the most beautiful debut records we've heard in a long while — a record which introduces John Laurenz on the Jubilee label with a great new tune that could climb to hitdom. And the tremendous new song is "Goodbye Stranger, Goodbye." It's a tender and touching waltz ballad presented with feeling and tenderness by the crooner. He also gets a great assist from the chorus and Don Costa's ork. Coupling features John on a pretty shuffle item dubbed "Red Roses." Catchy number that'll attract attention. Two potent sides that should break through.

LEE RAYMOND & COSTELLO SISTERS
(Sound 113; 45-113)

B "FOOLISHLY YOURS" (2:45) [Shapiro, Bernstein ASCAP—Simms, Joy] Lee Raymond and the Costello Sisters team up on a lovely oldie that looks like it'll be real big now. Many recordings of this will help song take off. Lee and the girls blend beautifully on this side.

C+ "BABY, DARLIN'" (2:47) [Flair BMI—Berry] A good rhythm and blues item is delivered by the artists for the pop market. Good piece of material.

DEBBIE HALEY
(Unique 301; 45-301)

B+ "THE CLOCK" (2:25) [Geo. Pincus ASCAP — Lipman, Dee] The new Unique label makes a big first showing with this contagious little ditty so colorfully fashioned by the pert Debbie Haley voice. Song has loads of potential. A tune with a great idea.

B "MY HEART KNOWS YOUR HEART" (2:35) [Delaware ASCAP — Guercio, Stano, Davies] Joe Leahy sets up a lush backdrop for the polished vocalist's tender reading of a lovely new romantic item. Excellent juke box fare.

JUNE VALLI
(RCA Victor 20-6078; 47-6078)

B+ "UNCHAINED MELODY" (2:50) [Frank ASCAP — Zaret, North] A great new song that'll probably hit the #1 spot, is excitingly interpreted by June Valli. Thrilling performance by Winterhalter ork and chorus too.

B "TOMORROW" (2:29) [Herb Reis BMI — Hart Geraldson] The polished thrush lilts through a tender and easy going ballad. Pretty number. Could hit big.

DORIS DAY
(Columbia 40483; 4-40483)

B+ "FOOLISHLY YOURS" [Shapiro, Bernstein ASCAP — Simms, Joy] A beautiful love song that'll be getting a big push, is given a sincere and penetrating delivery by Doris Day. Mellomen set up a terrific backing. Could hit.

B "TWO HEARTS, TWO KISSES" [St. Louis BMI — Stone, Williams] The versatile chirp comes up with a solid pop interpretation of an r & b tune that's breaking big. Song is clicking in pop too. Fine showing by Dossie.

THE GAYLORDS
(Mercury 70586; 70586x45)

B+ "MY BABE" (2:20) [Arc BMI — Dixon, Stone] A smash rock 'n roller that's getting vast coverage in pop, comes off in great style under the control of the Gaylords. Solid jumper that could send the boys up there again.

B "THE WOODPECKER SONG" (2:15) [Robbins ASCAP —DiLazzaro, DiLazzaro] A lovely and most inviting oldie that makes great listening is colorfully treated in Italian and English by the trio. Good coupling for big sales. Good bouncer.

Thank You... He's on TOP!

Tad Bruce

"CRYIN' IN MY BEER"

and

"THERE'S SOMETHING IN THE WIND"

Watco 111; 45-111

"I enjoyed the record very much . . . it should go places . . . "Cryin' In My Beer" should do very well in the juke boxes."

MARTIN BLOCK
WABC
NEW YORK CITY

"Cryin' In My Beer" made me do the opposite, a 'Happy' Sound! With a lilt of melancholy!"

BILL SILBERT
WABC
NEW YORK CITY

"I've been with you from Scratch . . . Now . . . You're a WINNER . . ."

STAN BURNS
WINS
NEW YORK CITY

"Tin Pan Alley will be "Cryin'" for more of TAD BRUCE . . ."

JIM COY
WRCA
NEW YORK CITY

"Tad's new record "Something In The Wind" gets my nod for a HIT . . . Tad's delivery plus the Sid Feller backing adds up to a HIT."

DONN TIBBETTS
WMUR-TV
MANCHESTER, N. H.

"Tad Bruce and his record . . . Both show talent and personality."

SHERM FELLER
WVDA
BOSTON, MASS.

"Tad's new record "Cryin' In My Beer" should have the nation *Shouting for JOY*—Can't miss."

JAY McMASTERS
WMEX
BOSTON, MASS

"Nobody at Watco should be "*Cryin'*" in my Beer after the public gets to know this record. A real happy ditty that could go a long way."

PETE JOHNSON
WKBR
MANCHESTER, N. H.

"Tad Bruce's "There's Something In The Wind" sounds like it can be a big one . . . Tad could be a big Star as a result of this one."

BOB MERMAN
WTAO
CAMBRIDGE, MASS.

"I'm partial to ballads—but Tad sings well on both sides — one of my favorite new Baritones."

BRAD PHILLIPS
WINS
NEW YORK CITY

"Sure glad TAD has arrived . . . his recording of "There's Something In The Wind" proves his heart is in his work."

JACK LACY
WINS
NEW YORK CITY

"Cryin' In My Beer" is 'Happy, Catchy' — done just right, not earth-shaking, but neither is Beer . . . and lots of people love it."

ALLYN EDWARDS
WRCA
NEW YORK CITY

"Tad's record is one more shot in the arm for better music."

BOB HAYMES
WCBS
NEW YORK CITY

"A very pleasant and refreshing change . . . I predict that with enough D.J. backing "Something In The Wind" could sneak through as a big winner for Tad Bruce."

ALAN DARY
WORL
BOSTON, MASS.

"On the strength of Tad Bruce's performance on my TV and Radio Shows and his record, I predict a big, bright future, and as we say around here . . . he's TOOO MUCH!"

STAN RICHARDS
WCOP
BOSTON, MASS.

"I feel that this could be the big record for 'Tad Bruce'. He has a tremendous style of his own." "Something In The Wind."

JACK McDERMOTT
WLYN
LYNN, MASS.

"With the exposure it deserves "Something In The Wind" could reach 'gale velocity'."

GERRY HENDERSON
WMUR
MANCHESTER, N. H.

"This one should have them "Cryin'" for more . . ."

JOHN SCOTT
WEEI
BOSTON, MASS.

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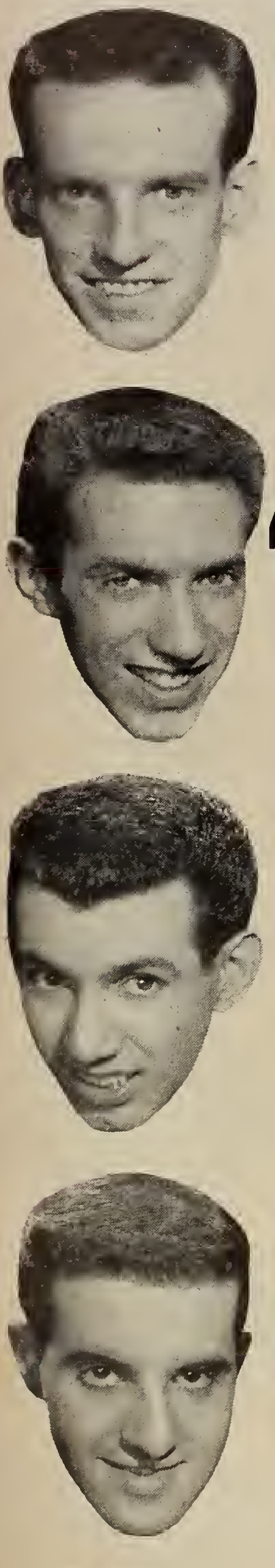

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DISK OF THE YEAR

'Don't Be Angry'

coupled with

'Chop, Chop Boom'

THE CREW CUTS

MERCURY 70597 • 70597X45

GOT IT?... GET IT!

70597 70597 70597 70597 70597 70597 70597 70597

RECORD REVIEWS

A DISK & SLEEPER
B+ EXCELLENT
B VERY GOOD
C+ GOOD
C FAIR
D MEDIOCRE

THE CASH BOX BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

★ "UNCHAINED MELODY"	Roy Hamilton	Epic 9102; 5-9102
★ "UNCHAINED MELODY"	June Valli	RCA Victor 20-6078; 47-6078
★ "MY BABE"	The Gaylords	Mercury 70586; 70586x45
★ "FLIP, FLOP AND FLY"	Johnnie Ray & Les Elgart	Columbia 40471; 4-40471
★ "THE CLOCK"	Debbie Haley	Unique 301; 45-301

SHANNON SISTERS
("X"-0106; 4X-0106)

C+ "I'M SINCERE" (2:15) [Marlyn BMI — Franklin, Fine, Bell] A new pop tune that looks like it's headed for big things, is given a pleasing jump styling by the Shannon Sisters. Good group.

B "GUILTY SHADOWS" (2:40) [Meridan BMI — Gimbel] Neal Hefti and the Excels assist the thrushes again on this mambo beat novelty. Cute piece of material that has possibilites.

MAE WILLIAMS
(American 111; 45-111)

B "HUCKLEBERRIES" (2:49) [Mills ASCAP — Rene] Mae Williams, a talented performer who's met with bad luck throughout her life, comes up with a cute bouncey novelty that could send her in the right direction now. Commercial.

C+ "BREAK THROUGH" (2:42) [Mills ASCAP — Williams] This side features the versatile songstress on a dramatic love song presented in a hushed and emotional manner. Pretty piece of material.

COQUETTES
(RCA Victor 20-6081; 47-6081)

B "BUTTERFINGERS" (2:09) [Tannen BMI — Sherman, Sherman] A cute country type bouncer is colorfully fashioned by the Coquettes. Fine first showing by the artists. Girls have a bright future.

C+ "LEAVE MY HEART" (2:03) [Ample BMI — Gardner, Bowers] A beaty item that jumps up at mid point, is presented on this side. Interesting number.

HARMONICATS
(Mercury 70584; 70584x45)

B "HARLEM NOCTURNE" (2:41) [Shapiro, Bernstein ASCAP — Hagen, Rogers] A great standard gets a fascinatingly haunting delivery under the control of Jerry Murad and his Harmonicats.

C+ "MICKEY" (2:38) [T. B. Harms ASCAP — Williams, Moret] A lighter favorite is pleasantly handled by the harmonicists. Attractive bouncer.

JOAN WEBER
(Columbia 40474; 4-40474)

B "LOVER-LOVER" (2:25) [Miller ASCAP — Wolcott] From the MGM pic "Blackboard Jungle" comes this slow waltz ballad which Joan Weber renders with emotion and sincerity. Sounds a lot like "Let Me Go, Lover." Potent deck.

C+ "TELL THE LORD" (2:52) [Oxford ASCAP — Simms] The thrush hands in another moving performance on this religious item.

NEIL LEWIS ORCH.
(Tico 244: 45-244)

C+ "ENCHANTING CHA CHA CHA" [—Mona, Cory, Gracie] Here's a solid cha cha that should appeal strongly to the enthusiasts. Neil Lewis and the boys offer a good melody set to a fine beat. Good arrangement.

C+ "SING AND DANCE" [—Lazaro, Pieto] More cha cha material solidly performed by the group. Vocal is exciting. Smooth stuff.

THE LAURIE SISTERS
(Mercury 70596; 70596x45)

B+ "THE OLD TOWN HALL" (2:05) [Penn ASCAP—] The Laurie Sisters take hold of a great oldie and belt it out in super-commercial fashion. A powerful cutie that should have no trouble making the grade. Catchy side. Cornball instrumental break makes side jump.

B+ "DANCING AND DREAMING" (2:11) [Rylan ASCAP—] The thrushes make this a two-sided contender with a lilting ditty on this end. Colorful novelty. Girls blend perfectly on this top drawer tune.

FRANK CHACKSFIELD
(London 1530; 45-1530)

B "PAVEMENTS OF PARIS" (2:35) [Fox ASCAP — Auric] A French standard is lushly styled by the Frank Chacksfield strings. A dreamy romantic piece of inviting mood music. Accordion sound in ork is effective.

C+ "GLORIOUS" (2:10) [Mellin BMI — LeLong, DeVille, Mellin] More pretty string-filled music wonderfully treated. Big, beautiful arrangement.

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BEST BUYS OF THE WEEK!

3 GREAT NEW RELEASES

"Whatever Lola Wants"

AND

"Oh Yeah"

Sarah Vaughan

MERCURY 70595 • 70595X45

"The Old Town Hall"

AND

"Dancing and Dreaming"

The Laurie Sisters

MERCURY 70596 • 70596X45

"I DIDDIE"

AND

"If It's The Last Thing I Do"

DINAH WASHINGTON

MERCURY 70600 • 70600X45

THE RAVES OF THE TRADE

"Keep Me In Mind"

AND

"Little Crazy Quilt"

Patti Page

MERCURY 70579 • 70579X45

"My Babe"

AND

"The Woodpecker Song"

The Gaylords

MERCURY 70586 • 70586X45

ALREADY CHARTED AND BREAKING WIDE OPEN!

"DANCE WITH ME HENRY"

AND

"Every Road Must Have A Turning"

GEORGIA GIBBS

MERCURY 70572 • 70572X45

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THE FOLLOWING MEMBERS OF THE CASH BOX' STAFF WILL BE ON HAND TO GREET YOU BEGINNING SUNDAY, MARCH 27

BILL GERSH, Publisher, Chicago
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NORMAN ORLECK, Associate Editor, New York
CHARLES LAMB, Mgr., Nashville
CARL TAFT, Mgr., Hollywood
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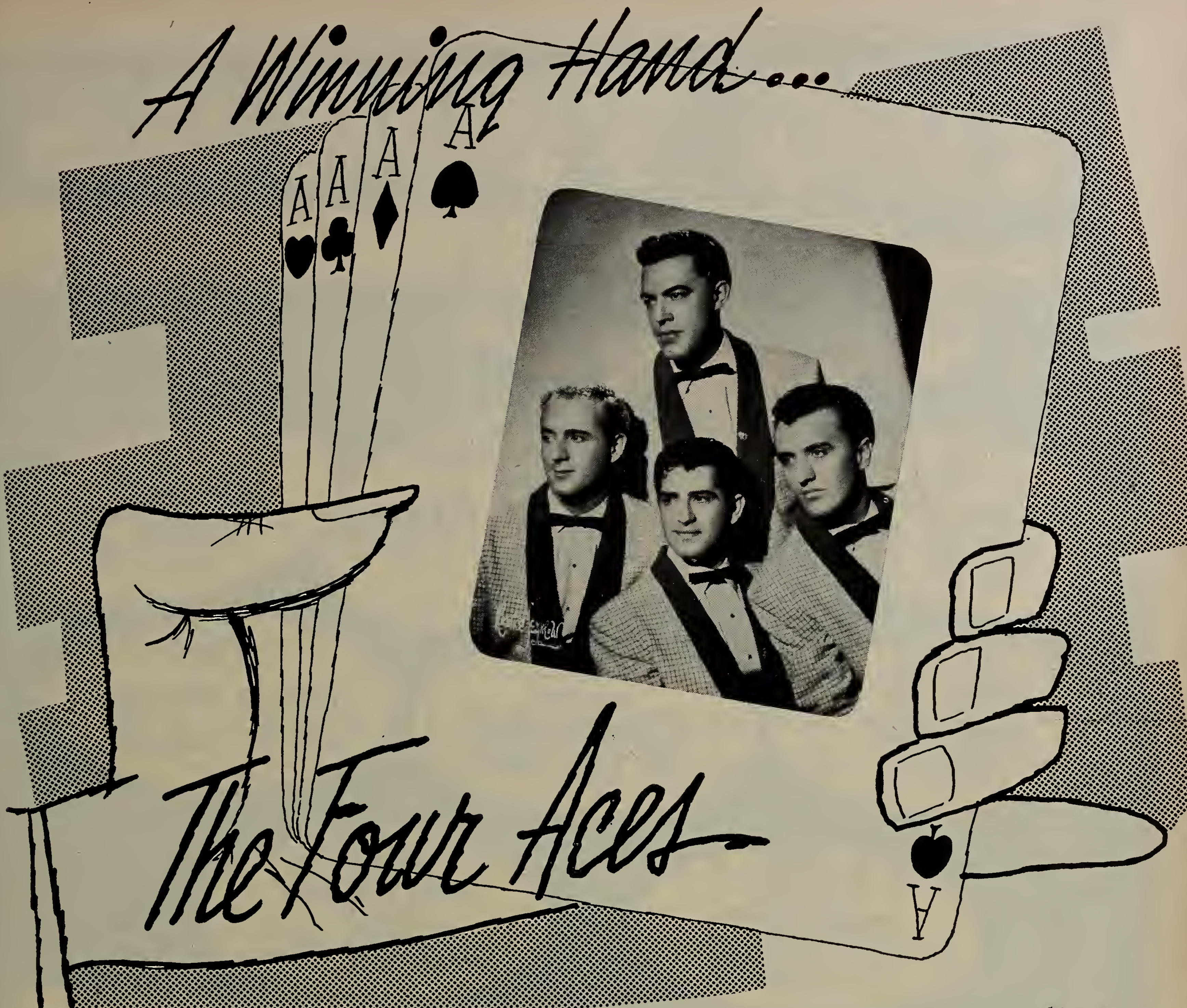

GREETINGS AND THANKS

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AUTOMATIC MUSIC INDUSTRY OF AMERICA

in the

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THERE GOES MY HEART

b/w

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DECCA 29435

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The Four Tunes
"I CLOSE MY EYES"
b/w
"I HOPE"
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The King Sisters
"LOVE ME—LOVE ME—LOVE ME"
"No Chance"
Jubilee #5187

Polly Bergen
"APPLE ON A PEAR TREE"
"Don't Let Our Love Die on the Vine"
Jubilee #5181

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Frank Hunter
"SNOWBOUND"
"IN THE RAIN"
Jubilee #5185

The Ravens
featuring Jimmy Ricks
"HAPPY GO LUCKY BABY"
b/w
"BYE BYE BABY BLUES"
Jubilee #5184

Sensational Voice
Ray Winston
"FOOLISHLY"
"When The One You Love Loves Somebody Else"
Jubilee #5186

The Stylers
"SHOO SHOO SHOO" SH'LA LA"
b/w
"LOVE YA LIKE CRAZY"
Jubilee #5188

Make Sure You Hear . . .
The *Sensational* Disk That's Starting a Coast-to-Coast Commotion!

JOHN LAURENZ
singing
"GOODBYE STRANGER"
and
"RED ROSES"
A JUBILEE EXCLUSIVE
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JOSIE HAS 2 SMASH HITS!

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"JOHNNY HAS GONE"
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EP-5013 thru EP-5017—Vols. 1 thru 5 —STAN RUBIN AND HIS TIGERTOWN FIVE

EP-5018 — CONRAD JANIS AND THE "TAILGATERS" (Vol. 1)... (Vol. 2—EP-5019)

EP-5020 — LOU STEIN'S "SIX FOR KICKS" (Vol. 1) . . . (Vol. 2—EP-5021)

EP-5022 — MUSIC TO "BEAT BY" JIMMY VALENTINE'S ALL STARS

EP-5024 — DONEGAN—DOROTHY DONEGAN TRIO (Instr.) (Vol. 1) . . . (Vol. 2—EP-5025)

EP-5027 — SALT CITY FIVE (Dixieland) (Vol. 1) . . . (Vol. 2—EP-5028)

EP-5029 — LITTLE GIRL BLUE—POLLY BERGEN (Vocal Standards) (Vol. 1) . . . (Vol. 2—EP-5030)

EP-5031 — HAL McKUSICK PLAYS— BETTY ST. CLAIRE SINGS (Vol. 1) . . . (Vol. 2—EP-5032)

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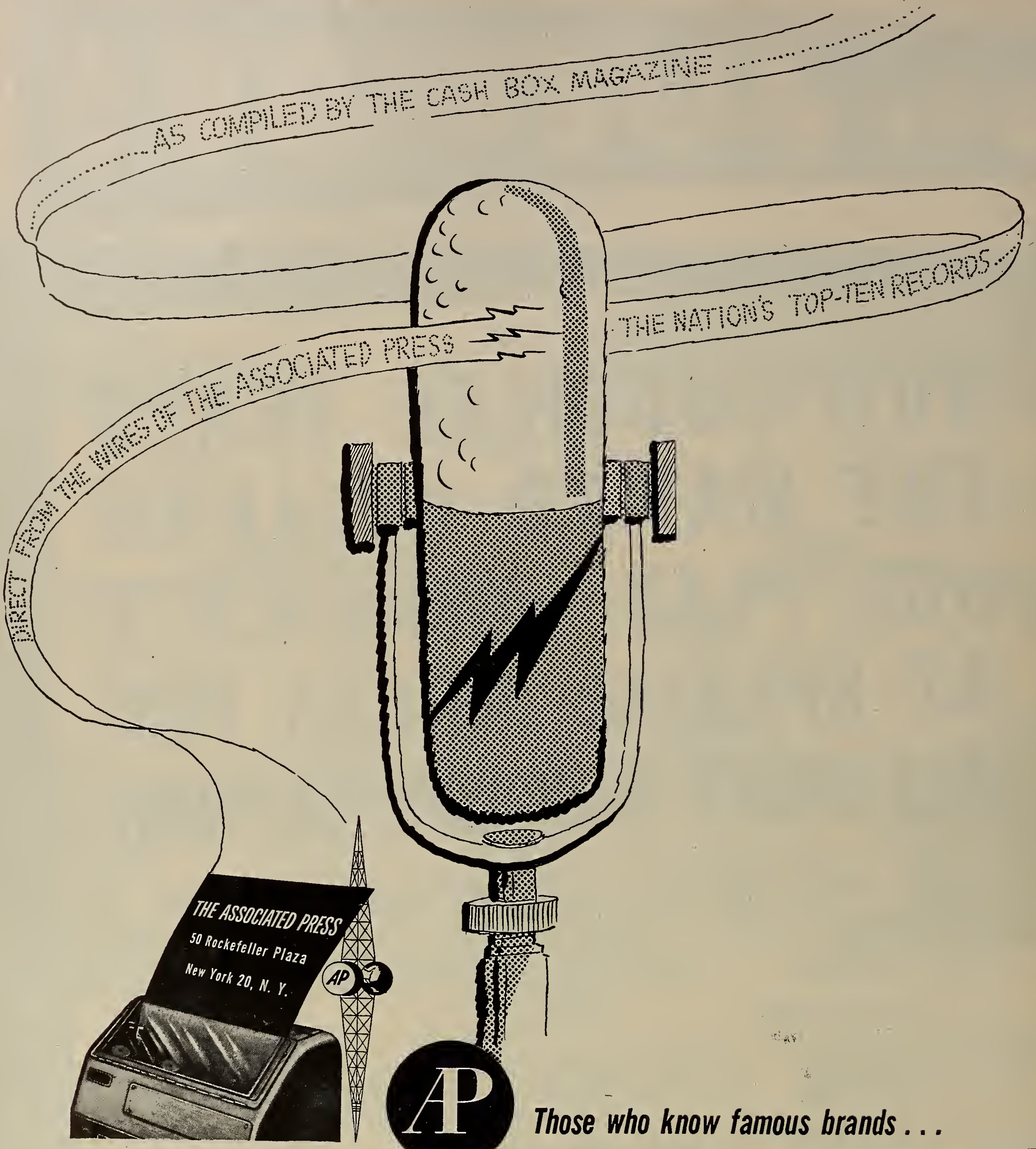
...AS COMPILED BY THE CASH BOX MAGAZINE ....
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DIRECT FROM THE WIRES OF THE ASSOCIATED PRESS
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PLEDGING MY LOVE

and

I GOTTA GO GET MY BABY

61362

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America's Fastest Growing Record Company

From one Champ to Another
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HOUSE OF LOVE

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ALL ABOUT DISK JOCKEYS

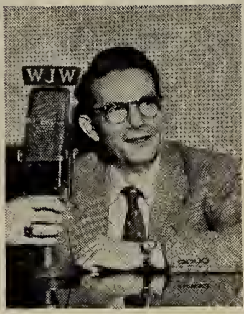
THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

PLUS THE NEXT TEN

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1. BALLAD OF DAVY CROCKETT	Bill Hayes (Cadence)
2. HOW IMPORTANT CAN IT BE	Joni James (MGM) Sarah Vaughan (Mercury)
3. MELODY OF LOVE	Billy Vaughn (Dot) David Carroll (Mercury) Four Aces (Decca)
4. SINCERELY	McGuire Sisters (Coral)
5. KO KO MO	Perry Como (RCA Victor)
6. TWEEDLEE DEE	Georgia Gibbs (Mercury)
7. CRAZY OTTO MEDLEY	Johnny Maddox (Dot)
8. EARTH ANGEL	Crewcuts (Mercury) Penguins (Dootone)
9. PLEDGING MY LOVE	Johnny Ace (Duke) Teresa Brewer (Coral)
10. DANCE WITH ME, HENRY	Georgia Gibbs (Mercury)

11) BLUE MIRAGE. 12) IT MAY SOUND SILLY. 13) THAT'S ALL I WANT FROM YOU. 14) DARLING, JE VOUS AIME BEAUCOUP. 15) HEARTS OF STONE. 16) CHERRY PINK AND APPLE BLOSSOM WHITE. 17) NO MORE. 18) DANGER, HEARTBREAK AHEAD. 19) PLAY ME HEARTS AND FLOWERS. 20) UNCHAINED MELODY.



VIRGIL BRINNON
(WJW—Cleveland, O.)

Pic of the week—**Virgil Brinnon** (WJW-Cleveland, O.) doing well we hear. Brinnon took over the **Allen Freed** "Moondog Show" when the popular 'rock and roller' came to New York. Brinnon is on the air three hours each night. . . . **Henry Okun** sending out pics of a gorgeous blonde to plug **Art Mooney's** "Honey Babe." . . . **Charles O'Donnell** (WHAT-Philadelphia, Pa.) writes that WHAT has moved to its brand new building, 'considered to be one of the finest in the east.' Chasbo's "Caravan of Music" a popular show on which guest stars make constant appearances. . . . **Jerry Gaines** of the same station has a new twist. He picks a different street each day for his "Shopping on City Line" and plays the requests for the people on that particular block. . . . **Jim Wilson** now at WAVE-Louisville, Ky. . . . **Dave Rosehill** (WGSM-Huntington, L. I.) uses a talking parakeet as his partner on what he calls the "Eggless Sam Show." In order to assure chatter, Dave tapes his bird when the parakeet is in a talking mood. Favorite expression in a vocabulary of more than 50 words is "Head for the hills, the dam's busted." . . . Lots of changes at WMGM-New York. **Ted Husing** resigns effective March 19. **Gussie Moran** will collaborate with sportscasters **Marty Glickman, Ward Wilson** and **Jim Gordon** on "Warm Up Time" and "Sports Extra" at all live WMGM broadcasts of home and away baseball games of the Brooklyn Dodgers and Ted and Choda Brown increase their morning time. . . . Love Letters this week—**Mike Woloson** (WNOR-Norfolk, Va.) writes "I use the Associated Press listings for my Saturday show, referring to **The Cash Box** as the source. I use the 'Disk Jockey Special' practically word for word." . . . **Bob White**, program director (KUTI-Yakima, Washington) says "We use **The Cash Box** exclusively in programming. As a matter of fact, in your "Sure Shots," "Sleeper" and record reviews I have yet to see you miss." . . . **Ben Johnson** (WEXL WOMC-Royal Oak, Mich.) writes, "We got to talking about the various trade journals and agreed **The Cash Box** had been the most advantageous to the two of us. Since just one listing in **The Cash Box** I have had more mail from publishers, artists, etc., than from any other listing or write-up I have ever had." . . . **Bob McKeehan** (KCNA-Tucson, Arizona) advises, "Just wanted you to know how much I appreciate and use **The Cash Box**. I've been in the business now for about 15 years and believe me I know the value of **The Cash Box**." Bob's letter goes on to tell us how he uses our different features every day on his hourly show and the wonderful reaction it has brought him.

CORRINE DELANO
(WJAR—Providence, R. I.)

* * * * *

Prettiest Librarian Dep't. **Corinne Delano** (WJAR-Providence, R. I.). . . . **Howie Leonard** (WPOR-Portland, Maine) has now added what he calls "Maine's only remote DJ show" to his busy schedule. Each Saturday morning from 11 to 11:30 A.M. he broadcasts from the window of a local appliance store. . . . **Bob Sticht** (WMPS-Memphis) moves to WHHM-Memphis effective April 1. . . . **Myron Schulz** (WAAF-Chicago) recently in New York for a vacation.

SEE YOU AT THE MOA

"X"

RECORDS MARK THE HITS!

. . . MANY OF THE "X" ARTISTS AND STAFF WILL BE THERE TO GREET YOU AT THE "X" BOOTHS

HI,FELLAS--This is

Don Cornell

Speaking from backstage of the

EMPIRE THEATRE IN EDINBURGH,SCOTLAND

want to say "Have A Good Time at the

MOA and to THANK YOU................

"HOLD MY HAND"

has been nominated for an

"ACADAMEY AWARD"

My Brand New Coral Sides...

"THE DOOR IS STILL OPEN"

and

"MOST OF ALL"

CORAL 61393

* Currently on 4 month tour of Theatres in Europe.

CORAL RECORDS

management;
MANNIE GREENFIELD
9 Rockefeller Plaza
New York, N. Y.

THE CASH BOX ROUND THE WAX CIRCLE

NEW YORK:

LEROY HOLMES

It's a good bet that, just as happened in former years, several hit records will emerge from the MOA Convention. There has never been a convention when at least one smash didn't develop and usually more. With all the music men gathered in one hotel, and operators searching for future money-makers, it would practically be impossible for fast breaking records not to get further impetus. . . . **Jerry Blaine** of Jubilee more excited than we've ever seen him about his newest disk, "Goodbye Stranger, Goodbye" by **John Laurenz.** . . . Myers Music has received the Army order for orchestrations on "Mambo Rock". . . . **Erroll Garner** is not only a great pianist, but also a writer of pop songs. His latest is "Misty" which has been recorded by **Richard Hayman** for Mercury. . . . **Eddie Saphier** has been named to handle west coast promotion for Spin-It Records. . . . **David Weingarten** Music Publications has been succeeded by Gardner Music Corp. **Dave Weingarten** is President and **Rae Zelda** is Professional Manager. . . . **Bob Gage,** lead voice of the **Hurricanes,** Audivox vocal quartet, has become the father of a baby boy named **Mark David.** . . . Decca execs feel that **Bing Crosby** has his strongest disk in a long time with "Jim, Johnny and Jonas". . . . A big race is developing for "Unchained Melody", which looks like a smash. So far the **Al Hibbler** and **Les Baxter** disks have the lead, but new versions seem to be coming out every day. . . . MGM Records is releasing an album of tunes by **Leroy Holmes** and his orchestra prepared in the style of all-time great bands. Album will introduce the style of **Duke Ellington, Jimmy Lunceford, Chick Webb, Count Basie, Fletcher Henderson, Lionel Hampton, Earl Hines, and Andy Kirk.**

CHICAGO:

Well, once again MOA Convention time has rolled around and from all indications, this promises to be the biggest yet. Lots of deals will no doubt be closed here. Many hits will be introduced. And who knows what stars may be born during these next three days? As in years past, the climax of the entire convention will be the banquet on Tuesday nite, 3/29. According to a release just received from Music Operators Of America, the following artists have confirmed their appearances. From Dot Records: **The Fontane Sisters,** currently riding high with "Rock Love"; **Johnny "Crazy Otto" Maddox;** The **Hilltoppers; Billy Vaughn** whose "Melody Of Love" continues on top; **Mac Wiseman;** and **Pat Boone,** a promising newcomer. From Label "X": **Eddie Fontaine,** whose "I Miss You So" is catching on; **Frankie "Wedding Bells" Lester; Richard Maltby** who seems to have a hit in "Begin The Beguine March". From RCA Victor, C&W artist **Stuart Hamblen,** writer of such hits as "This Ole House" and "Open Up Your Heart". Capitol Records to be represented by **Faron Young.** From Decca: **Connie Boswell; Georgie Shaw; Joe Barrett; Janet Brace; Red Foley.** From MGM: **Rosalind Raige; Tommy Mara.** And from Coral: **Karen Chandler; Jack Pleis,** and the **Billy Williams Quartet. Frank Sinatra, Dorothy Collins** and **Perry Como** have not as yet confirmed their appearances. But there is a strong possibility that Como will appear, due to the fact that tobacco convention will be in town at the same time. It is expected that many more top recording stars will attend. From report received from Columbia Record distribs, this city, it is understood that **Mahalia Jackson** will once again perform at this huge affair. If you will recall, Mahalia all but tore the roof down at last year's banquet. And we believe before we go to press, there will be many, many more stellar names added to the already impressive list, to make this the finest, most successful convention and banquet in this history of the ever growing Music Operators of America.

MOA

HOLLYWOOD:

JONI JAMES

Ever since **Joni James** recorded her first million record seller in 1952, "Why Don't You Believe Me," it's been one record hit after another. Her latest, "How Important Can It Be," looks like a million-marker soon. . . . "Honey Babe," recorded by **Art Mooney** and his ork on MGM is a swinging march loaded with life and energy. It's to the U. S. Marines what "Sound Off" is to the infantryman. . . . With his new home and recording studios now located in the Malibu mountains, **Fabor Robison,** Abbott and Fabor Records chief, is turning out some mighty potent material which should break through the sound-barrier with chart breaking impact in the pop field. He has recently invaded the television field, using his contract personnel in featured roles on a newly completed pilot film, which he expects to release as a series, soon. . . . **Sammy Davis, Jr.,** supplied the ink to a contract which brings him into the New Frontier in Las Vegas, May 30, for four weeks. This will be part of his record-smashing tour which has lasted for several months. . . . **Spike Jones** and his troupe got off the plane in Sydney, Australia wearing red flannels and waving signs reading, "Please Leave Us Our Pants." Spike and the gang forgot their break-aways. . . . Purtiest ballad heard around these parts in a long time is "Impatient Lullaby" which is now making the A&R rounds. Takers should grab this one up quick-like. . . . **Nick Lucas,** "The Singing Troubador," starring at Charley Foy's in the Valley. Known for his "Tiptoe Through the Tulips," his latest on the Crown label is "I'm Looking At The World Through Rose Colored Glasses" b/w "Did You Ever See A Dream Walking?" . . . **Bob Manning** out with a brand new platter on Capitol called, "Mission of San Michel." . . . The H'wood Palladium makes another 'first' when the long-awaited debut of **Eddy Howard,** his songs, and his Mercury Recording orchestra bows into the plush ballroom April 5. Eddy follows on the heels of the **Sam Donahue-Billy May** aggregation, where they have been scoring smash hits nightly with dancers. . . . **Allan Jones,** well-known musical comedy star of motion pictures and stage, who won top rave notices for his performances in "Guys and Dolls" opens April 12 at Charlie Morrison's Mocambo.

on the
JUKE BOXES
a consistent money-
maker
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THANKS MOA

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throughout the nation

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Guy LOMBARDO
AND HIS ROYAL CANADIANS

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CONCERT TOUR
April 7th

current Smash Hit

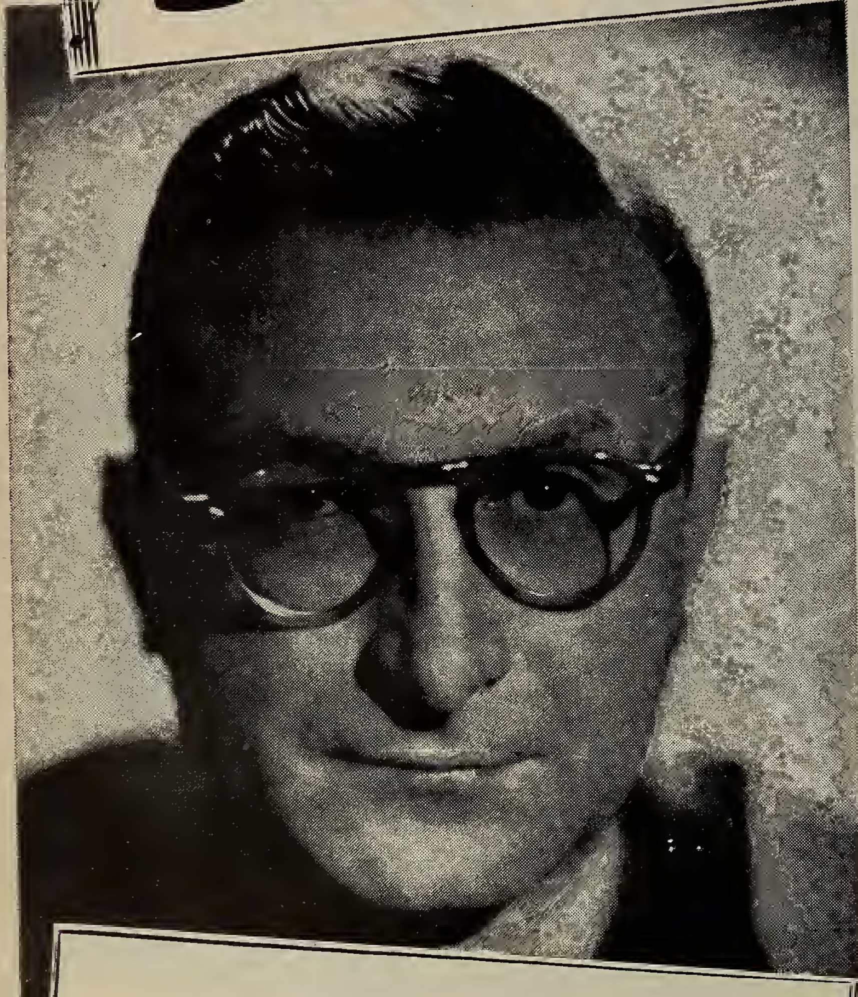
"BLUE MIRAGE"

Decca 29377

publicity
DAVID O. ALBER ASSOCIATES, INC.
Gene Shefrin

DIRECTION MCA

DECCA RECORDS



A Great new record on an old favorite

"MY DEAR"

Dick Jacobs

and His Orchestra and Chorus

And

"Play Me Hearts And Flowers"

CORAL 61380 (78 RPM) and 9-61380 (45 RPM)

RECORD INDUSTRY ASSOCIATION OF AMERICA RIAA

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(A subsidiary of DECCA RECORDS INC.)

THE CASH BOX

Top Selling Records

Reported by the Foremost

RETAIL OUTLETS

From Coast to Coast

RECORDS

BROADWAY MUSIC
New York, N. Y.

1. Davy Crockett (Bill Hayes)
2. How Important Can It Be (Joni James)
3. Crazy Otto (Johnny Maddox)
4. Open Up Your Heart (Cowboy Church Choir)
5. Melody Of Love (B. Vaughn)
6. All Of You (S. Davis, Jr.)
7. Tweedlee Dee (G. Gibbs)
8. Ko Ko Mo (Perry Como)
9. Earth Angel (Penguins)
10. Close Your Eyes (Five Keys)

HUDSON ROSS
Chicago, Ill.

1. Davy Crockett (Bill Hayes)
2. Crazy Otto (Johnny Maddox)
3. Cherry Pink (Perez Prado)
4. Melody Of Love (B. Vaughn)
5. Dance With Me Henry (Georgia Gibbs)
6. Plantation Boogie (L. Dee)
7. Open Up Your Heart (Cowboy Church Choir)
8. Darling, Je Vous ("K." Cole)
9. Play Me Hearts & Flowers (Johnny Desmond)
10. Tweedlee Dee (G. Gibbs)

WALLICHS MUSIC CITY
Hollywood, Calif.

1. Crazy Otto (Johnny Maddox)
2. Dave Crockett (W. Schumann)
3. Cherry Pink (Perez Prado)
4. Sincerely (McGuires)
5. That's All I Want (Morgan)
6. Barefoot Contessa (Hugo Winterhalter)
7. Malaguena (Caterina Valente)
8. All Of You (S. Davis, Jr.)
9. Davy Crockett (T. Ernie)
10. Davy Crockett (Fess Parker)

THE GROOVE RECORD SHOP
Norfolk, Va.

1. Dance With Me Henry (Georgia Gibbs)
2. Softly, Softly (J. P. Morgan)
3. Ko Ko Mo (Perry Como)
4. Melody Of Love (B. Vaughn)
5. How Important Can It Be (Joni James)
6. Seven Dreams (B. Johnson)
7. Crazy Otto (Johnny Maddox)
8. Sincerely (McGuires)
9. Baby Melancholy (C. Otto)
10. The Breeze And I (Valente)

GREENLINE RECORD CENTER
Jamaica, L. I., N. Y.

1. Davy Crockett (Bill Hayes)
2. Crazy Otto (J. Maddox)
3. Melody Of Love (B. Vaughn)
4. Pledging My Love (J. Ace)
5. Close Your Eyes (Five Keys)
6. Open Up Your Heart (Cowboy Church Choir)
7. Malaguena (Caterina Valente)
8. Ko Ko Mo (Perry Como)
9. Sand And The Sea (Cole)
10. Mambo Rock (Bill Haley)

GRAYMAT MUSIC SHOP
Morristown, N. J.

1. Davy Crockett (Bill Hayes)
2. Melody Of Love (B. Vaughn)
3. Sincerely (McGuires)
4. How Important Can It Be (Joni James)
5. Ko Ko Mo (Perry Como)
6. Crazy Otto (Johnny Maddox)
7. Sand And The Sea (Cole)
8. Blue Mirage (Guy Lombardo)
9. Tweedlee Dee (G. Gibbs)
10. Open Up Your Heart (Cowboy Church Choir)

ANDRE'S RECORD SHOP
Lansing, Mich.

1. Davy Crockett (Bill Hayes)
2. Melody Of Love (B. Vaughn)
3. Tweedlee Dee (G. Gibbs)
4. Glad Rag Doll (Crazy Otto)
5. Earth Angel (Crewcuts)
6. German Medley (Maddox)
7. Bubbles (Frankie Laine)
8. Rusty Old Halo (Jackson)
9. Rock Love (Fontanes)
10. Sincerely (McGuires)

MOSES MELODY SHOP
Little Rock, Ark.

1. Ko Ko Mo (Perry Como)
2. Pledging My Love (Brewer)
3. Sincerely (McGuires)
4. Melody Of Love (D. Carroll)
5. Davy Crockett (T. Ernie)
6. Hearts Of Stone (Fontanes)
7. Tweedlee Dee (G. Gibbs)
8. Mambo Rock (Bill Haley)
9. It May Sound Silly (McGuires)
10. Crazy Otto (Johnny Maddox)

STIX BAER & FULLER
St. Louis, Mo.

1. Davy Crockett (Bill Hayes)
2. Tweedlee Dee (G. Gibbs)
3. Crazy Otto (Johnny Maddox)
4. Melody Of Love (B. Vaughn)
5. Davy Crockett (Fess Parker)
6. Cherry Pink (Perez Prado)
7. Close Your Eyes (T. Bennett)
8. Darling Je Vous (Cole)
9. Mambo Rock (Bill Haley)
10. Rock Love (Fontanes)

VAN CURLER MUSIC
Albany, N. Y.

1. Melody Of Love (B. Vaughn)
2. Glad Rag Doll (C. Otto)
3. How Important Can It Be (Joni James)
4. Davy Crockett (Bill Hayes)
5. Tweedlee Dee (G. Gibbs)
5. Cherry Pink (Perez Prado)
7. Earth Angel (Penguins)
8. Ko Ko Mo (Perry Como)
9. That's All I Want (Morgan)
10. Sincerely (McGuires)

THE MUSIC BOX
Spokane, Wash.

1. Crazy Otto (Johnny Maddox)
2. Tweedlee Dee (G. Gibbs)
3. Sincerely (McGuires)
4. Davy Crockett (Fess Parker)
5. Open Up Your Heart (Cowboy Church Choir)
6. Melody Of Love (B. Vaughn)
7. Smile (Crazy Otto)
8. Hearts Of Stone (Fontanes)
9. Ko Ko Mo (Perry Como)
10. Earth Angel (Penguins)

BEN BROWN MUSIC
Lynn, Mass.

1. Davy Crockett (B. Hayes)
2. Cherry Pink (Perez Prado)
3. How Important Can It Be (Joni James)
4. Crazy Otto (Johnny Maddox)
5. Tweedlee Dee (G. Gibbs)
6. When I Let You Go (Vale)
7. The Medic (Les Baxter)
8. Honey Babe (Art Mooney)
9. Unchained Melody (Hibbler)
10. Lazy Gondolier (Mantovani)

SUPER ENTERPRISE
Washington, D. C.

1. Davy Crockett (Bill Hayes)
2. Glad Rag Doll (C. Otto)
3. Birth Of The Boogie (Hayes)
4. Sand And The Sea (Cole)
5. Tweedlee Dee (G. Gibbs)
6. Sincerely (McGuires)
7. Danger, Heartbreak Ahead (Jaye P. Morgan)
8. Rock Love (Fontanes)
9. Dixie Danny (Laurie Sisters)
10. Where Will The Dimple Be (Rosemary Clooney)

GILCHRIST RECORD SHOP
Cleveland, Ohio

1. Davy Crockett (Bill Hayes)
2. Two Hearts (Pat Boone)
3. Wallflower (Etta James)
4. Unchained Melody (Hibbler)
5. Plantation Boogie (L. Lee)
6. Pledging My Love (J. Ace)
7. Melody Of Love (B. Vaughn)
8. Lazy Gondolier (Mantovani)
9. How Important Can It Be (Joni James)
10. Cherry Pink (Perez Prado)

ROYLES TV
Salt Lake City, Utah

1. Davy Crockett (T. Ernie)
2. Melody Of Love (Four Aces)
3. Open Up Your Heart (Cowboy Church Choir)
4. Plantation Boogie (L. Dee)
5. Crazy Otto (J. Maddox)
6. Earth Angel (Penguins)
7. Sincerely (McGuires)
8. How Important Can It Be (Sarah Vaughan)
9. Pledging My Love (J. Ace)
10. Oh Mother Dear (Four Coins)

LIL' PAL RECORD STORE
Houston, Tex.

1. Davy Crockett (T. Ernie)
2. Darling, Je Vous Aime Beaucoup (Nat "King" Cole)
3. Melody Of Love (B. Vaughn)
4. Crazy Otto (Johnny Maddox)
5. Play Me Hearts And Flowers (Johnny Desmond)
6. Cherry Pink (Alan Dale)
7. Danger, Heartbreak Ahead (Jaye P. Morgan)
8. Unchained Melody (L. Baxter)
9. There Goes My Heart (4 Aces)
10. Medic (Victor Young)

MODRONA RECORD SHOP
Portland, Ore.

1. Sincerely (McGuires)
2. Davy Crockett (Bill Hayes)
3. Tweedlee Dee (G. Gibbs)
4. Melody Of Love (B. Vaughn)
5. That's All I Want From You (Jaye P. Morgan)
6. Crazy Otto (Johnny Maddox)
7. How Important Can It Be (Joni James)
8. Ko Ko Mo (Perry Como)
9. Just A Man (Tony Martin)
10. Smiles (Happy Otto)

GINSBERG MUSIC CO.
Roswell, N. M.

1. Davy Crockett (Fess Parker)
2. Cherry Pink (Perez Prado)
3. Crazy Otto (Johnny Maddox)
4. Melody Of Love (B. Vaughn)
5. How Important Can It Be (Joni James)
6. Sincerely (McGuires)
7. Tweedle Dee (Georgia Gibbs)
8. Barefoot Contessa (Hugo Winterhalter)
9. That's All I Want From You (Jaye P. Morgan)
10. Pledging My Love (Brewer)

MUSIC CENTER
Honolulu, T. H.

1. Sincerely (McGuires)
2. How Important Can It Be (Joni James)
3. The Moon Is On Fire (Teresa Brewer)
4. Earth Angel (Penguins)
5. Hearts Of Stone (Fontanes)
6. Darling, Je Vous Aime Beaucoup (Nat "King" Cole)
7. Glad Rag Doll (Happy Otto)
8. Malaguena (Caterina Valente)
9. When We Come Of Age (Joni James)
10. Majorca (Bob Manning)

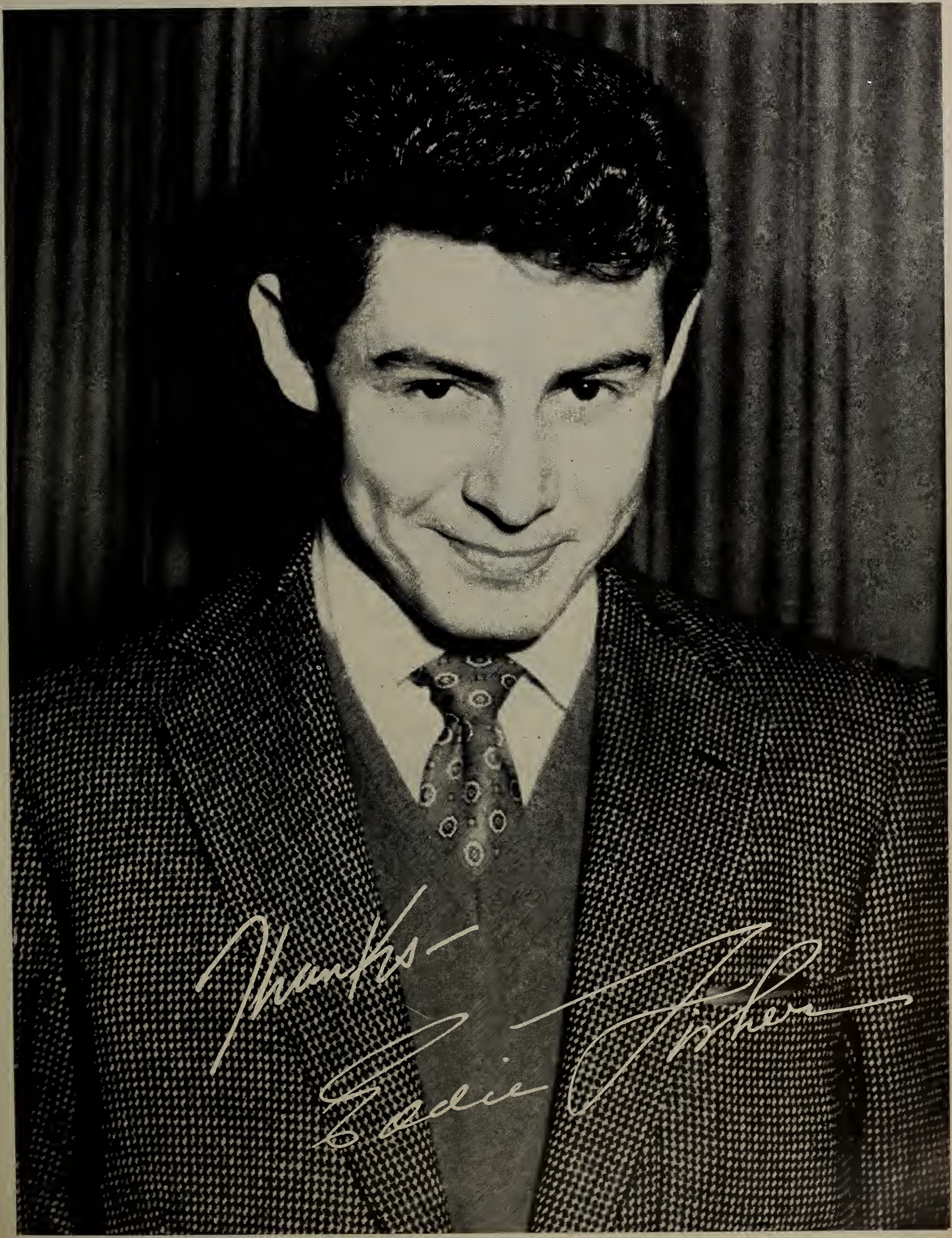
KOPS PIANO HOUSE
Great Falls, Mont.

1. Melody Of Love (B. Vaughn)
2. Sincerely (McGuires)
3. Tweedlee Dee (G. Gibbs)
4. Davy Crockett (Bill Hayes)
5. How Important Can It Be (Joni James)
6. Hearts Of Stone (Fontanes)
7. Open Up Your Heart (Lancers)
8. That's All I Want From You (Jaye P. Morgan)
9. Mr. Sandman (Chordettes)
10. Naughty Lady (Ames Bros.)

MARTY'S MUSIC STORE
Lebanon, Pa.

1. Crazy Otto (Johnny Maddox)
2. Open Up Your Heart (Cowboy Church Choir)
3. Sincerely (McGuires)
4. Davy Crockett (Bill Hayes)
5. How Important Can It Be (James/Monte)
6. Tweedlee Dee (G. Gibbs)
7. Darling Je Vous (Cole)
8. Danger Heartbreak Ahead (Jaye P. Morgan)
9. Play Me Hearts & Flowers (Johnny Desmond)
10. Dance With Me Henry (Georgia Gibbs)

To Members of the Music Operators of America
Gathered in Chicago and Everywhere . . . . .


Thanks—
Eddie Fisher

OPS

. . . will say "OOPS!"
when they suddenly
discover they didn't
order enough of
that dynamic stuff
in torchy Toni Harper's
fabulous KEY RECORD
#501, coupling "ONE
HAMBURGER TO GO"
with "JUST RIGHT
FOR ME." This one is
dime bait if such
there ever was — and
we're happy to say
we publish both tunes.

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"Somebody Stole My Gal"
B/W
"After You've Gone"
115
BY THE
FRANK SORRELL TRIO
• • •
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"What Should I Sing?"

CHICAGO—One of the most interesting, most intricate and most puzzling problems, has always been **what to answer to the young artist** who asks:

"What should I sing?"

Here is where the great coaches come into the equation.

The Cash Box went far out of its way, this past week, to ask one of the noted coaches to answer this question.

The coach: Truly McGee.

Her experience ranges clear around the globe. From Paris to London, and back to here to, "the old days of the old Chez Paree," on to Hollywood, and even into the hinterlands.

Truly McGee answered this question, quietly and thoughtfully.

She said, "A truly great artist, a naturally great artist, needs nothing more than his artistry. Because his greatness is due to the fact the people think he's great."

That, of, and in itself, is sufficient to continue his greatness, if he will not overstep the bounds of logic.

"But," she continued, "to the artist who is young and new and who wants to move ahead, and move ahead just as quickly as possible, these are some very unique and psychological thoughts which have come about in past years.

"For example, the song that the artist sings, since he must stand up and sing before an audience, must be the kind of song that is aligned to his height, weight, appearance, personality, type, feeling, figure, and general characteristics as a 'singer'.

"All this," she claims, "plus the following: the song must be very, very easy for this singer to sing. So easy, that he or she can sing this song sitting down, standing up, running, jumping, skipping, lying down, or in any position whatsoever, for any reason whatever, and with absolutely no strain on the vocal chords.

"No strain of any kind. No effect on the general personality. No upsets of the general characteristerics and, especially, no loss of the optimistic, happy mood, in any fashion whatsoever."

Musical Talent

NEW YORK—Mike Baiano, (second left) is completely surrounded by musical talent during dinner at Danny's Hideaway. The talent includes Robert Mellin, (left) music publisher, Hugo Winterhalter, RCA-Victor recording artist, and last but not least, Mrs. Baiano, better known as Jaye P. Morgan, singer of songs, latest of which are: "Danger, Heartbreak Ahead" and "Softly, Softly" on the RCA-Victor label.

Such Great Luck

NEW YORK — Dolores Hawkins sings "No Such Luck" on her latest recording session as Bob Allen, the author of the tune, not only watches but duets with her in several places on the record. The disk, which has just been released by Epic, looks like Dolores' strongest entry to date and it is confidently felt that the tune could break through to standard proportions.

Fred Astaire Names Paul Whiteman VP of Dance Studio Chain

NEW YORK—Charles L. Casanave, executive vice-president of the Fred Astaire Dance Studios announced the appointment of the maestro Paul Whiteman to the post of Vice-President in charge of music.

Casanave, co-founder with dancer Fred Astaire of the national dance studio chain, explains the appointment of Whiteman as a "big step in the education of the American people, as well as the music industry, to the better appreciation of good dance music."

During Whiteman's tours, he will also undertake, via radio, television and school proms, the promotion of dance music. Whiteman feels, "due to all the many stylized vocal recordings and specialty records out today, people are forgetting how to use their natural rhythm."

Sailors See Stars

SAN JUAN, P. R.—The gobs stationed at San Juan Naval Air Station were treated to a top notch variety show on March 25th, 26th and 27th. Headlining the show were Art Lund, Bud and Cece Robinson, Rhythmettes, Texan Jean Valli, Josephine Premice, Eileen Todd and emcee Morty Wax of Bobby Mellin Music. Jack Dunn and Bud Katzell were producers of the show which was in honor of Sec. of the Navy Thomas.

Small Named A&R Head

PHILADELPHIA, PA. — Julius Herbst, Jr. of the recently formed Juke Box Record Company, this week announced the appointment of Paul Small as A & R head of the new diskery. Small will also handle promotion in the Philly area for the company. Bob Cordell of Detroit, Michigan, will handle national promotion.

The firm's first release will be out within the next thirty days.

M-G-M Greets the Music Operators of America!

VISIT M-G-M AT BOOTH #13

Biggest Hit of them all

JONI JAMES

HOW IMPORTANT CAN IT BE?

and THIS IS MY CONFESSION

Orchestra conducted by DAVE TERRY

MGM 11919 78 rpm K11919 45 rpm

Clicking

ART MOONEY

HONEY BABE

from the Warner Brothers' Picture "Battle Cry"

and NO REGRETS MGM 11900 78 rpm • K 11900 45 rpm

SURE FIRE HIT!

BETTY MADIGAN

THE WHEELS OF LOVE

and A SALUTE'

MGM 11950 78 rpm • K 11950 45 rpm

BILLY ECKSTINE

GIVE ME ANOTHER CHANCE | MORE THAN YOU KNOW

MGM 11948 78 rpm • K 11948 45 rpm

DAVID ROSE

TAKE MY LOVE

from the MGM film "The Glass Slipper"

and LOVE IS ETERNAL MGM 30875 78 rpm • K 30875 45 rpm

DEBBIE REYNOLDS

NEVER MIND THE NOISE IN THE MARKET

and CAROLINA IN THE MORNING MGM 11939 78 rpm K 11939 45 rpm

DICK HYMAN TRIO

THE OLD PROFESSOR | BESAME MUCHO (Kiss Me Much)

MGM 11951 78 rpm • K 11951 45 rpm

HOT SPECIALS!

LEROY HOLMES and his Orchestra

UNCHAINED MELODY

Whistling by Fred Lowery

and OLIVIA

MGM 11962 78 rpm • K 11962 45 rpm

THE MARION SISTERS

the SIAMESE CAT SONG

and HE'S A TRAMP

MGM 11963 78 rpm • K 11963 45 rpm

DANNY COSTELLO

MY OWN

and WE'RE NOT CHILDREN ANYMORE

MGM 11958 78 rpm • K 11958 45 rpm

THE MASCOTS

PLEASE HAVE MERCY

and DREAMBOAT

MGM 11959 78 rpm • K 11959 45 rpm

ROSALIND PAIGE

I THINK I'LL CRY AGAIN | (I Found You Out) WHEN I FOUND YOU IN SOMEBODY ELSE'S ARMS

MGM 11924 78 rpm • K 11924 45 rpm

RUSH ADAMS

THE ROSE IN HER HAIR | ONLY FOR YOU

MGM 11953 78 rpm • K 11953 45 rpm

HANK WILLIAMS

PLEASE DON'T LET ME LOVE YOU | FADED LOVE AND WINTER ROSES

MGM 11928 78 rpm • K 11928 45 rpm

KAY ARMEN

WONDER WHY | BY CANDLE LIGHT

MGM 11934 78 rpm • K 11934 45 rpm

TOMMY EDWARDS

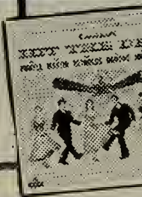
SERENADE TO A FOOL | IT COULD HAVE BEEN ME

MGM 11932 78 rpm • K 11932 45 rpm

ARTHUR SMITH

YOU'RE HOOKED | MIDNIGHT RAG

MGM 11945 78 rpm • K 11945 45 rpm



The Original Cast Sound Track Album

HIT THE DECK

- Vic Damone
- Jane Powell
- Ann Miller
- Tony Martin
- Debby Reynolds

X 287 M 287 E 3163

Best Selling Album

JONI JAMES

LITTLE GIRL BLUE

X 272 M 272 E 272

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

Music Exhibitors Showing At MOA Convention

BOOTH #

7 —AMI, INC.

44-47—BMI

21 —BILLBOARD PUBLISHING CO.

16 —CORAL RECORDS

14 —COLUMBIA RECORDS

25 —CAPITOL RECORDS

10 —THE CASH BOX

22 —DECCA RECORDS

15-17—DOT RECORDS

9 —DOWNBEAT

57 —DOUBLE AA RECORDS

8 —GRAND OLE OPRY

BOOTH #

50 —LONDON RECORDS

12 —MERCURY RECORDS

13 —MGM RECORDS

20 —NATIONAL JUKE BOX MUSIC, INC.

11 —PERMO, INC.

5 —ROCK-OLA MFG. CORP.

24 —RCA VICTOR RECORDS

30 —SENTINEL RADIO CORP.

19 —STAR TITLE STRIP CO.

6 —J. P. SEEBURG CORP.

53 —WATCO RECORDS

4 —THE RUDOLPH WURLITZER CO.

23 —"X" RECORDS

Rush Adams

rising to stardom sings
The BIG ONE for '55!

"THE ROSE IN HER HAIR"

b/w
ONLY FOR YOU

MGM #K11953—45 rpm 11953—78 rpm

VOTED AMONG TOP TEN NEWER MALE SINGERS ON NATIONAL BILLBOARD DJ POLL

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and his Comets

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DIM, DIM THE LIGHTS

and NOW

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BIRTH OF THE BOOGIE

Both on The Cash Box' Best Selling Charts, Issue of March 19

★

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Jack Andrews

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There's Gold In Them Thar Hills

There are many factors which go into the making of a hit record. Some say one thing is most important, some another. But almost everyone agrees that the basic material is of the utmost importance, i.e. the song you start with.

The search for the proper song is a never ending task. It is being carried on hourly by every A&R man and every publisher, not to mention artists, their managers, their friends and everyone else who has any sort of connection with them.

Mainly though the discovery of new material is a job for the publisher and the A&R man. It is these two who together find tunes, develop material, and in general are responsible for that end of a record.

The relations between A&R men and publishers has always been, and continues to be a touchy situation. Each of them has very specific problems which sometimes are not understood by the other. Or if understood, are not dealt with fully.

One of the big problems which publishers complain of is the limited time which A&R men have to see them. A publisher can make a date with an A&R man perhaps once every two weeks or so. And for that meeting he has to make a selection of available material to show him based on what he thinks the A&R man is going to want. It is many publishers' contention that many songs may be in a publisher's files which he doesn't take up to the A&R man, but which the latter might very well want.

And some publishers have found a solution to that problem.

It has become the practice now among some of the larger publishers to invite the A&R man up to his office instead of the publisher going to the record company. Several things are accomplished by this method. First, the A&R man is away from the pressures of his office, with the phone constantly ringing and new problems always arising. And secondly, in the publisher's office, the A&R man can leisurely go over much more material than he ever could in his own office. The entire catalogue is available to him and all the new things are right there before him.

Of course there are difficulties in this method of operation, the most important of which is the problem of getting an A&R man, who is always unbelievably busy, to get time enough to spend the hour or so that it takes.

But so far, A&R men who have followed that method, have found that there's gold in them thar hills, as the saying goes. For they have come up with hits which otherwise might never have been brought to light.

Here's a method of operation which A&R men and publishers should seriously think about and try to develop as an adjunct to their present way of operating. Of course we don't mean that A&R men shouldn't still be available to publishers—when they come to call. But we do see here a method of solving both the A&R man's and the publisher's problems by developing this additional procedure.

Up until now, tried as it has been on a limited scale, it has produced hits. And after all, that's the point of our business.

Now More Than Ever

DECCA RECORDS GET THE PLAY!

Today's Hits

FOUR ACES	THERE GOES MY HEART and YOU'LL ALWAYS BE THE ONE (For Me)	29435
BILL HALEY And His Comets	MAMBO ROCK and BIRTH OF THE BOOGIE	29418
GUY LOMBARDO And His Royal Canadians	BLUE MIRAGE and GREEN SLEEVES	29377
CRAZY OTTO	SMILES and GLAD RAG DOLL	29403
THE COWBOY CHURCH SUNDAY SCHOOL	OPEN UP YOUR HEART and THE LORD IS COUNTING ON YOU	29367
LENNY DEE	PLANTATION BOOGIE and BIRTH OF THE BLUES	29360
BURL IVES	THE BALLAD OF DAVY CROCKETT and GOOBER PEAS	29423
THE COMMANDERS	THE ELEPHANTS TANGO and COMMANDERS OVERTURE	29323

country

WEBB PIERCE	IN THE JAILHOUSE NOW and I'M GONNA FALL OUT OF LOVE WITH YOU	29391
ERNEST TUBB	KANSAS CITY BLUES and THE WOMAN'S TOUCH	29415

THE TOP HITS ARE THE DECCA HITS

Tomorrow's Hits

BING CROSBY	JIM, JOHNNY AND JONAS and FAREWELL	29483
SAMMY DAVIS, JR.	ALL OF YOU and SIX BRIDGES TO CROSS	29402
CATERINA VALENTE	THE BREEZE AND I and JALOUSIE	29467
CRAZY OTTO	IN THE MOOD and MY MELANCHOLY BABY	29449
AL HIBBLER	UNCHAINED MELODY and DAYBREAK	29441
5 DeMARCO SISTERS	DREAMBOAT and TWO HEARTS, TWO KISSES	29470
JOE BARRETT	I'M SINCERE and WHY DID YOU BREAK MY HEART	29450
RUSS MORGAN And His Orchestra	SILVER MOON and NIGHTS OF SPLENDOR	29471
GEORGIE SHAW	THE WATER TUMBLER TUNE and I'LL STEP ASIDE	29462

Country

RED FOLEY and KITTY WELLS	AS LONG AS I LIVE and MAKE BELIEVE ('Till We Make It Come True)	29390

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AL HIBBLER *Decca*
LES BAXTER *Capitol*
JUNE VALLI & HUGO WINTERHALTER *RCA Victor*
LE ROY LOVETT & THE PLAYERS *Atlantic*
DON CORNELL *Coral*
ROY HAMILTON *Epic*
LE ROY HOLMES *MGM*
JIMMY YOUNG *London*
and more to follow

published by
FRANK MUSIC CORP., 119 W. 57 St., N. Y.

9½ BILLION PLAYS A YEAR

Good times or bad times the records continue to spin, around and around, in a merry whirl, at least 176,000,000 plays per week in the 550,000 juke boxes located in every type of known establishment in the U.S. This means 9,512,-000,000 spins a year!

The greatest showcase for the artist ever known in the history of the world. A showcase for his wares, his talent, his ability. So outstanding it has never been equalled.

This, then, is the juke box business of America. The continuous whirling, spinning records that bring Americans everywhere in this great land, farm country, metropolitan city, cozy suburb, peaceful valley, rugged hills, the music of the artists of the world.

Here is the business essence which engenders the birth, the development, the growth of a tune to hit proportions. That makes unknown stars overnight. That zooms small salaried artists into the bigtime. That creates a diversion the like of which has never been known in all the world's fantastic history.

Sunny or showery day, good or bad day, glad or sad day, the juke boxes of America spin 176,000,000 plays each week. Over 9½ billion plays a year. A fantastic number of plays. A thrilling deluge of music to a music loving peoples.

Here, in these 176,000,000 plays each week, are born new artists. Here, in these 176,000,000 plays is the surety bond for the established artists. Here, in these 176,000,000 plays, is the basis of an industry that produces the music America loves to hear.

As the juke box plays go up and down chartwise, as the play falls off, as it leaps up, so is it noticeable that sales go up or go down. Here, then, may be the answer to what record manufacturing executives want to know as to why their sales are down, or why they have gone up.

There are executives in the recording manufactories who have long ago noted sales drops comparable to play drops in the nation's juke boxes and take cognizance of each time play goes up or down in the 550,000 juke boxes located thruout the U.S.A.

Here is the business guide for the man engaged in making recordings. As juke box play falls off he will, if he searches diligently, find that the sales curve on its downward trend will closely follow the chartwise drop in the nation's juke box play.

He will, at the same time, find that the sales curve swings upwards as the play grows greater in the nation's juke boxes and, from this chartwise curvature, will be able to translate his records into sales which assure his business success.

It is factual today to use the curving lines of the juke box's ups and downs, as far as play action is concerned, for the sales of any of the leading record firms.

With the nation's 550,000 juke boxes grinding on a tune—sales, most definitely go up—'way up.

With but a small portion of the same 550,000 juke boxes grinding out a tune, sales will go ahead to the public in the same proportion.

An artist's success, as has long been known, is based on this simple business process. If his records have what it takes, the public playing them in the nation's juke boxes, means that the public will also buy them in a proportionate measure to the number of plays, and the sales will be noted on a comparative basis against the play action.

So as long as the nation's 550,000 juke boxes continue to grind out a minimum of 176,000,000 plays per week, the artist, the record distributor, the record dealer and, especially the record manufacturer, is assured an ever steady market with the possibility of great growth as play goes up each day and each week to assure him a portion of the minimum of 9,512,000,000 plays per year.

The above figures, for the benefit of the reader, are based on the conservative estimate of but $8 per week gross intake for the operator in the nation's 550,000 juke boxes, according to the prevalent commission arrangement with location owners (in a majority of instances) of 50%-50%. The total intake of the individual juke box therefore is twice $8 or 360 nickel plays per juke box per week.

SONGS AMERICA SINGS...

Among the songs the American Music-loving Public has favored most in the past few months are these . . . BMI licensed songs which have been consistently on the best-seller lists and on the charts of most-played on Radio, TV and Coin-machines . . .

POPULAR

THE BALLAD OF DAVY CROCKETT (Wonderland)
- Bill Hayes—Cadence
- Walter Schumann Voices—Victor
- Tennessee Ernie—Capitol
- Fess Parker—Columbia
- Sons of the Pioneers—Bluebird
- Mike Stewart-Jimmy Leyden—Little Golden
- Rusty Draper—Mercury
- Steve Allen—Coral
- Burl Ives—Decca
- Mac Wiseman—Dot

CRAZY 'BOUT YOU, BABY (Sunbeam)
- The Crew Cuts—Mercury
- Four Bells—Bell

DIM, DIM THE LIGHTS (Republic)
- Bill Haley—Decca
- The Top Hatters—Cadence

EARTH ANGEL (Dootsie Williams)
- The Penguins—Dootone
- The Crew Cuts—Mercury
- Gloria Mann—Sound
- Pat O'Day—MGM
- Les Baxter—Capitol

EVERLOVIN' (Tannen)
- Patti Page—Mercury
- Boyd Bennett—King
- Davis Sisters—Victor

GOODNIGHT, SWEETHEART, GOODNIGHT (Arc-Regent)
- McGuire Sisters—Coral
- Ella Mae Morse—Capital
- Sunny Gale—Victor
- Johnny & Jack—Victor
- Gloria Mann—Jubilee
- Spaniels—Vee Jay

HEARTS OF STONE (Granite-Regent)
- Fontane Sisters—Dot
- Red Foley—Decca
- Rudy Gray—Capitol
- Louis Innis—King
- McGuire Sisters—Coral
- Vicki Young—Capitol
- Charms—DeLuxe
- Goofers—Coral
- Jack Haskell—Camden
- The Jewels—R & B
- Ruby Wells—Victor
- Four Bells—Bell

IF YOU LOVE ME (Duchess)
- Vera Lynn—London
- Kay Starr—Capitol
- Edith Piaf—Columbia
- Dorothy Squires—London
- Helen Forrest—Bell
- Shirley Harmer—MGM
- Bing Crosby—Decca
- Julius LaRosa—Cadence
- Jan Peerce—Victor
- Marion Marlowe—Columbia
- Gayle Larson—Tops
- Hedda Brooks—Epic
- Wilburn Brothers—Decca
- Trio Los Panchos—Seeco

I'M A FOOL TO CARE (Peer)
- Les Paul-Mary Ford—Capitol
- Larry Clinton—Bell
- Gene Autry—Columbia
- Billy Walker—Columbia
- Anna Marie-Stardusters—Flair

KO KO MO (Meridian)
- Perry Como—Victor
- Louis Armstrong-Gary Crosby—Decca
- Goldie Hill-Red Sovine—Decca
- Jackie Hill-Jack Cardwell—King
- Tito Rodriguez—Victor
- The Flamingoes—Parrot
- Hawkshaw Hawkins-Rita Robbins—Victor
- Betty & Marion Hutton—Capitol
- Bill Darnel-Betty Clooney—"X"
- Marvin & Johnny—Modern
- The Crewcuts—Mercury
- Dooley Sisters—Tampa
- The Charms—DeLuxe
- Gene & Eunice—Combo
- Andy Griffith—Capitol

LET ME GO, LOVER (Rumbalero)
- Joan Weber—Columbia
- Sunny Gale—Victor
- Patti Page—Mercury
- June Carter—Columbia
- Jack Haskell—Camden
- Hits-A-Poopin'—Parade
- Prom Orch.—Prom
- The Counts—Dot
- Teresa Brewer—Coral
- Peggy Lee—Capitol
- Dean Martin—Capitol
- Jimmy Wakely—Coral
- Carmen Taylor—Guyden
- Four Tunes—Jubilee
- Hank Snow—Victor
- Susan Miller—Bell

MALAGUENA (E. B. Marks)
- Caterina Valente—Decca
- Stan Kenton—Columbia

NO MORE (Maple Leaf)
- McGuire Sisters—Coral
- Guy Lombardo—Decca
- The 3 Belles—Bell
- DeJohn Sisters—Epic
- The Gaylords—Mercury
- Betty Amos—Mercury

OPEN UP YOUR HEART (Hamblen)
- McGuire Sisters—Coral
- Cowboy Church Sunday School—Decca
- The Lancers—Coral
- Gale & Rosemary Clooney
- George Shea-Statesmen—Victor

PLEDGING MY LOVE (Lion)
- Four Lads—Columbia
- Louis Armstrong—Decca
- The Thunderbirds—DeLuxe
- Tommy Mara——MGM
- Teresa Brewer—Coral
- Johnny Ace—Duke
- Ronnie Gaylard—Mercury

ROCK LOVE (Lois)
- Fontane Sisters—Dot
- Dolores Gray—Decca
- Billy Farrell—Mercury
- Eddie Fontaine—"X"
- Teresa Brewer—Coral
- Elaine Gay—DeLuxe
- Lula Reed—King

SHAKE, RATTLE AND ROLL (Progressive)
- Bill Haley & his Comets—Decca

SH-BOOM (Progressive-St. Louis)
- The Chords—Cat
- Leon McAuliffe—Columbia
- Stan Freberg—Capitol
- Henry Jerome—Lion
- Billy Williams—Coral
- Ralph Flanagan—Victor
- Trio Los Flamingos—Colonial

SINCERELY (Arc-Regent)
- McGuire Sisters—Coral
- Louis Armstrong—Decca
- Johnnie & Jack—Victor
- Bob Wills—Decca
- The Moonglows—Chess
- Billy Fields—MGM
- The 3 Belles—Bell

THAT'S ALL I WANT FROM YOU (Weiss & Barry)
- Jaye P. Morgan—Victor
- Dean Martin—Capital
- Audrey Williams—MGM
- Prom Orch.—Prom
- Susan Miller & Bells—Bell
- Mimi Martel—Tops
- Hits-A-Poopin'—Parade
- Dick Jacobs—Coral
- Dinah Washington—Mercury
- York Brothers—King
- Jack Haskell—Camden
- Larry Darnel—Savoy

TWEEDLEE DEE (Progressive)
- Georgia Gibbs—Mercury
- The Lancers—Coral
- Vicki Young—Capitol
- Bonnie Lou—King
- Pee Wee King—Victor
- Darothy Collins—Audivox
- Lavern Baker—Atlantic
- Teresa Brewer—Coral
- Bob-A-Laos—Mercury
- Al Sears—Harold

THIS OLE HOUSE (Hamblen)
- Rosemary Clooney—Columbia
- Rosetta Thorpe—Decca
- Stuart Hamblen—Victor
- Tex Williams-Rex Allen—Decca
- Jordanaires—Capitol
- Statesmen Quartette—Victor
- Blue Ridge Quartette—Gotham
- Herb & Kay—King
- Stamos Quartette—Columbia
- Ralph Flanagan—Victor

WEDDING BELLS (Robert Mellin)
- Eddie Fisher—Victor
- Guy Lombardo—Decca
- Denise Lor—Mercury
- Frankie Lester—"X"

WHITHER THOU GOEST (Brenner-Kavelin)
- Les Paul-Mary Ford—Capital
- Betty Johnson—Bell
- O. B. Masingill—Epic
- George Morgan-Anita Kerr—Columbia
- Marion Marlowe—Columbia
- Rita Robbins—Victor
- Laurie Loman—Century

RHYTHM and BLUES

(BAZOOM) I NEED YOUR LOVIN' (Quintet)
- The Cheers—Capitol
- The Charms—DeLuxe
- The 3 Belles—Bell
- Les Elgart—Columbia
- Mimi Martel—Tops

COME BACK (Progressive) Ray Charles—Atlantic

DON'T YOU KNOW (Progressive) Ray Charles—Atlantic

GOT MY EYES ON YOU (Progressive) The Clovers—Atlantic Gary Crosby—Atlantic

GEE (Meridian)
- The Crows—Rama
- Jo Loco—Tico
- June Hutton—Capitol
- Somethin' Smith-Skylarks—Epic

HONEY LOVE (Progressive)
- The Drifters—Atlantic
- Bunny Paul—Essex
- The Carlisles—Mercury

HURTS ME TO MY HEART (Monument)
- Mery Del-Archie Bleyer—Cadence
- Faye Adams—Herald
- Elton Britt—Victor
- York Brothers—King
- Johnny Parker—Coral

I'M READY (Arc-Regent) Muddy Waters—Chess

I WANNA HUG YA, KISS YA, SQUEEZE YA (Arc-Regent)
- Buddy & Claudia—Chess
- Bull Moose Jackson—King
- Mike Pedicin—Victor
- Lu Ann Simms—Columbia
- Billy Williams—Coral

JOHNNY HAS GONE (Crossroads)
- Varetta Dillard—Savoy
- Patti Jerome—Josie
- The Five Wings—King

LING TING TONG (St. Louis)
- The Charms—DeLuxe
- 5 Keys—Capitol
- Hits-A-Poppin'—Parade
- Prom Orch.—Prom
- Hawkshaw Hawkins—Victor
- Artie Malvin—Waldorf

LOVEY DOVEY (Progressive) The Clovers—Atlantic

MAMBO BABY (M & M)
- Ruth Brown—Atlantic
- Georgia Gibbs—Mercury
- Dolly Wade—2 Mikes
- Sy Oliver—Bell
- Edna Mae McGriff—Favorite

OH, WHAT A DREAM (Berkshire) Ruth Brown-Atlantic Patti Page—Mercury

OOP-SHOOP (Flair)
- The Crew Cuts—Mercury
- Helen Grayco—"X"
- Harry James—Columbia
- Prom Orch.—Prom
- Kay Brown—Crown
- Shirley Gunter—Flair
- Hamilton Sisters—Columbia
- Big John—Okeh
- Gayle Larson—Tops

PLEASE FORGIVE ME (Lion) Johnny Ace—Duke

POISON IVY (Regent) Willie Mabon—Chess Boyd Bennett—King

RECONSIDER, BABY (Arc-Regent) Lowell Fulson—Checker

RUNAROUND (Regent)
- The Three Chuckles—"X"
- The Orioles—Jubilee
- Bill Farrell—Mercury
- Larry Clinton—Bell
- Karen Chandler—Coral
- The Lareleis—Dot
- The Brigadiers—Waldorf

SUCH A NIGHT (Raleigh)
- Johnnie Ray—Columbia
- Clyde McPhatter—Atlantic
- Perez Prado—Victor
- Bunny Paul—Essex
- Jane Turzy—Decca
- Dinah Washington—Mercury
- Cab Calloway—Bell

WORK WITH ME ANNIE (Lois) The Midnighters—Federal

COUNTRY and WESTERN

COMPANY'S COMIN' (Barton) P. Wagoner—Victor

COURTIN' IN THE RAIN (Four Star) T. T. Tyler—4 Star Arlie Duff—Decca

DON'T DROP IT (American)
- Terry Fell—"X"
- Jimmy Hartley—DeLuxe
- Tommy Sands—Victor
- Betty Amos—Mercury
- Singing Wanderers—Decca
- Red Sovine—Decca
- Wilburt Harrison—Savoy
- Laurie Sisters—Mercury

EVEN THO' (Acuff-Rose)
- Webb Pierce—Decca
- Rusty Howard—Tops

I DON'T HURT ANYMORE (Hill & Range)
- Hank Snow—Victor
- Eddy Arnold—Victor
- Ray Anthony—Capitol
- Rusty Howard—Tops
- Dinah Washington—Mercury
- Tommy Loftin—Puccia

IF YOU AIN'T LOVIN' (Central)
- Faron Young—Capitol
- Bull Moose Jackson—King

IF YOU DON'T, SOMEBODY ELSE WILL (Acuff-Rose)
- Jimmy Lee-Johnny Mathis—Chess
- Ray Price—Columbia
- Tommy Loftin—Broadway
- Rita Robbins—Victor
- Wanda Jackson-Billy Gray—Decca
- Cliff Johnson—Tops

I REALLY DON'T WANT TO KNOW (Hill & Range)
- Eddy Arnold—Victor
- Bob Carroll—Derby
- Freddie Dorian—Cormac
- Les Paul-Mary Ford—Capitol
- Randy Hughes—Bell
- Bob Santa Maria—MGM
- Ernie Berger—King
- Johnny Polce—Crystal
- Billy Ward—King
- Betty Cody—Victor

KISS-CRAZY BABY (Sheldon)
- Johnny & Jack—Victor
- Ralph Marterie—Mercury
- The Crackerjacks—Kopp
- Delta Rhythm Boys—Decca

LOOKING BACK TO SEE (Dandelion)
- Maxine & Jim Edward Brown—Fabor
- Goldie Hill-Justin Tubb—Decca
- Bob Sandy-Gayle Larsen—Tops
- Ruby Wills-Grandpa Jones—Victor
- Joe Lipman—MGM
- Guy Lombardo—Decca

LOOSE TALK (Central) Carl Smith—Columbia

MORE AND MORE (Commodore)
- Webb Pierce—Decca
- Merle Kilgore—Imperial
- Guy Lombardo—Decca

THE NEW GREEN LIGHT (Brazos Valley) Hank Thompson—Capital

ONE BY ONE (Acuff-Rose)
- Red Foley-Kitty Wells—Decca
- Ken Marvin—Victor

PENNY CANDY (Dandelion)
- Jim Reeves—Abbott
- Merv Shiner—Victor

RELEASE ME (Four Star)
- Kitty Wells—Decca
- Jimmy Heap—Capitol
- Jimmy Dean—Apex
- Ray Price—Columbia
- Bob Sandy—Tops

SLOWLY (Cedarwood)
- Webb Pierce—Decca
- Guy Lombardo—Decca
- Bill Carey—Victor
- Randy Hughes—Bell

SPARKLING BROWN EYES (Forrest) Webb Pierce—Decca

THIS IS THE THANKS I GET (FOR LOVING YOU) (Hill & Range)
- Eddy Arnold—Victor
- Marian Caruso—Decca
- Bob Sandy—Tops
- Betty Johnson—Bell
- Vonnie Taylor—Capitol
- Tommy Loftin—Puccia

WHATCHA GONNA DO NOW (Central)
- Tommy Collins—Capital
- Tommy Loftin—Puccia
- Cliff Johnson—Tops

YOU'RE NOT MINE ANYMORE (Cedarwood) Webb Pierce—Decca

BROADCAST MUSIC, INC.
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The People Who Make Music

This is a fierce yet triumphant business. An exciting business. A business that tingles the spine and the entire nervous system of all who are engaged in it.

This is a business of anticipation. Of knowing what the public will want. Even before the public knows what it will want.

Of being able to perfectly time a release. Of gauging the complete merits of a tune. Of hearing it "in the rough" and polishing it into the brilliance of a sparkling diamond.

Of capturing instincts. Of pointing the way even before the path has been created. Of knowing, and loving, and living with people.

That's the music business. A business which has made heroes of many. Rich men of some.

A business as unpredictable and, therefore, as thrilling as what may happen tomorrow.

This is the business of music. This is the business of the "tune that clicks". Of the deep personal pride in such a tune.

This is more than show business. Because without music, where would show business be?

Music is what was born in the hearts and minds and souls of all the peoples of the world.

The business of music is the business of a nature's boy and a sophisticate. It is the business of the great and the small. (It can, overnight, make the small—great.)

This is the business of the dream in the musical mind of man. It is the lilting tune of his entire life.

The bright tune of his marriage. The faster tunes of his youth. The sentimental tunes of his agedness.

The tunes that escaped his memory. The tunes that were born with him. The tunes that became part and parcel of him.

All this, and much more, is music. It is the warming, brightening sunlight of the world.

And because music is the business in which we are engaged, the business we love, we must plan ahead for it.

We must realize that the little things we do today the few-and-stretched-out-far-between-things may be just the things that will affect the music we produce tomorrow.

We can't be selfish in the world of music. Because, although music is our business it is, in a very real sense, more than just a business. It is an art. It is the expression of the soul.

This, then, is written in the sincere hope that we, as the people who are most responsible for giving music to the nation, from its formulation thru its growth and into its final form, will remember continually that we must build for the future.

Tomorrow's music successes hinge upon the music people of today. It is they who will determine what kind of music world we will have. It is they who will decide whether we are to have an industry devoted to artistic endeavor or an industry in which the dollar matters above all.

We sincerely believe that the people in this industry of music, regardless of how tough they think they are inside themselves as business men, are still the artistic people of the world.

CORAL RECORDS
A subsidiary of Decca Records, Inc.

HAS THE "BIG" HITS FOR OPERATORS!

Johnny Desmond
Sings
"PLAY ME HEARTS AND FLOWERS"
And
"I'm So Ashamed"
CORAL 61379 (78 RPM)
and 9-61379 (45 RPM)

The McGuire Sisters
Sing
"IT MAY SOUND SILLY"
And
"Doesn't Anybody Love Me?"
CORAL 61369 (78 RPM)
and 9-61369 (45 RPM)

Les Brown
And His Band Of Renown
And **The Lancers**
Sing And Play
"SOMEBODY ELSE IS TAKING MY PLACE"
And "Cherry"
CORAL 61374 (78 RPM)
and 9-61374 (45 RPM)

Alan Dale
Sings
"CHERRY PINK"
(And Apple Blossom White)
And
"I'm Sincere"
CORAL 61373 (78 RPM)
and 9-61373 (45 RPM)

The Goofers
Sing
"FLIP, FLOP AND FLY"
And
"MY BABE"
CORAL 61383 (78 RPM)
and 9-61383 (45 RPM)

Don Cornell
Sings
"THE DOOR IS STILL OPEN TO MY HEART"
And
"MOST OF ALL"
CORAL 61393 (78 RPM)
and 9-61393 (45 RPM)

Teresa Brewer
Sings
"PLEDGING MY LOVE"
And
"How Important Can It Be?"
CORAL 61362 (78 RPM)
and 9-61362 (45 RPM)

Eileen Barton
Sings
"HOW-JA DO, HOW-JA DO, HOW-JA DO"
(If I Knew You Were Comin' I'd've Baked A Cake)
And
"FUJIYAMA MAMA"
CORAL 61377 (78 RPM)
and 9-61377 (45 RPM)

Billy Williams Quartette
Sing
"I WANNA HUG YOU, KISS YOU, SQUEEZE YOU"
And
"Smoke From Your Cigarette"
CORAL 61363 (78 RPM)
and 9-61363 (45 RPM)

Dick Jacobs
And His Orchestra And Chorus
Sing And Play
"MY DEAR"
And
"Play Me Hearts And Flowers"
CORAL 61380 (78 RPM)
and 9-61380 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, INC.)

Congratulations

NEW YORK—On Saturday, March 19, when "Tweedlee Dee" reached the Number One position on "Your Hit Parade", two top record distributors representing the east and west coasts surprised Dorothy Collins by visiting her at rehearsal at NBC to congratulate her for having one of the best records of the song—on Audivox. Dorothy's current release is "My Love's A Gentle Man".

Reading from left to right are Paul Shorten of Allied Distributors in San Francisco, Dorothy Collins, Johnny Halonka and Harry Apostolaris of Alpha Distributors in New York City.

CRAZY OTTO GOES CONTINENTAL!
"CRAZY OTTO GOES TO PARIS"
b/w
"CRAZY OTTO GOES TO ITALY"
by
GOOD TIME CHARLIE
MEDIA # 1008
MEDIA RECORDS
3208 So. 84th St. Phila., Pa.

"PLEASE DON'T GO SO SOON"
★ ★ ★ ★ ★ ★
"IT'S YOUR LIFE"
BOURNE, INC.
136 W. 52nd Street, New York 19

Heading For HIT-Land!
★ BLUE ★
★ MIRAGE ★
An Array of Great Records!
THE B. F. WOOD MUSIC CO. INC.
24 Brookline Ave., Boston 15, Mass.

"Strange Lady in Town"
Recorded by
FRANKIE LAINE
Columbia # 40457
M. WITMARK & SONS

Shop Ups Sales With Great New Gimmick

KNOXVILLE, TENN. — Almost every record shop is faced with the problem of having its listening booths occupied for long spans of time by people who come in to hear records and not to buy. The Bell Sales Company, this city, was faced with the same problem and attempted many things to combat the situation without effective results. Now, at last, the company has a plan that not only works successfully, but it does so with a two-fold purpose.

There is a sign in each booth that reads: "There is a 10¢ charge for each record taken into this booth if **no records are purchased.** This money will be turned over to the **Polio Fund**".

And here are the results: Bell's sales are up because it now has the listening space for those who want to buy records. The ones who had to pay for listening were not angry about the dime fee because the money went to charity. The total amount collected was three dollars for three weeks.

"This seemed to be very little", says Sam N. Morrison, "until we visualized the potential of a year-round program of this type on a national basis. We feel that this plan is worthy of national promotion and hope that as many dealers as possible will put this plan to use".

New Jazz At Carnegie

NEW YORK—Carnegie Hall opened its portals Saturday evening, March 12, to a jazz concert that struck a new note in music appreciation. Dubbed, "New Jazz At Carnegie", the show was the first of a proposed series of concerts intended for the serious jazz fan, who wants and expects an intelligent selection of the best in contemporary jazz.

A stellar array of established and up and coming jazz personalities delighted the sell out crowd with their fine display of instrumental and vocal interpretations. Featured on the roster were the Dave Brubeck Quartet, Gerry Mulligan, the Chet Baker Quintet and newcomer, Carmen McRae. Handling the emcee chores in deft fashion was the amiable New York Dee Jay, Al "Jazzbo" Collins.

Impressively nailing down opening spot on the program was youthful trumpeter, Chet Baker, who within a short space of time has become a key figure in the jazz world. Chet charmed the fans with his stylings of "Chiquita", "Walkin' " and "Jumping Off A Cliff". The artist also showed his fine vocal ability as he tenderly rendered two lovelies, "But Not For Me", and "You Don't Know What Love Is". Sidemen in the polished group included Phil Urso, tenor sax; Russ Freeman, piano; Jack Lowler, bass; and Pete Lippman on drums.

Next, Carmen McRae, whose star shines bright on the musical horizon, wooed the audience with her warm, sincere and sensitive singing. The thrush, with Dick Katz at the piano, Bob Bates, bass; and Joe Dodge on drums, gave out with such favorites as "A Foggy Day", "Darn That Dream", and "It's Very Clear". The gal's a real comer.

Gerry Mulligan, great baritone saxist, and big band arranger, followed with his tantalizing contributions to the evening's festivities. Backed by the Baker Quintet, Mulligan dished up "Bernie's Tune". "Freeway" and his most famous "My Funny Valentine" (a tune he performed with Baker in his original pianoless Quartet).

Rounding out the show was the Dave Brubeck Quartet, recipients of many awards for being the outstanding jazz combo. The crew, featuring Paul Desmond, alto sax; Bob Bates, bass; Joe Dodge, drums; and Brubeck at the ivories, enchanted the crowd with their skillful and most imaginative interpretations of "Don't Worry 'Bout Me", "Crazy Chris", and "When You're Smiling".

The entire performance, according to the fan reaction, proved to be a successful experiment and a most appealing experience. Producers of the package were Don Freeman and Robert Gardiner.

By Popular Demand

NEW YORK . . . Disk jockey, Bill Randle, entertains a mob of teenagers at the auditorium of the Island Trees Memorial High School at Island Trees, New York, by popular demand. Randle is currently doing a disk jockey show on CBS New York, Saturdays, from 1:30 p. m. to 5:45 p. m. along with his regular stint on WERE Cleveland.

THE CASH BOX LONDON LOW DOWN

The arrival of **Don Cornell** in London before starting a tour of leading provincial theatres, was packed with excitement. Don was whisked away from the airport to his hotel for a very impressive press conference making all the London papers in big headlines. This was by no means the end of it. During his three days in our capitol city, he crammed in sightseeing, two radio shows, one T. V. appearance and last but not least, a very important recording date. Yes, within two days of landing from New York, Don was in the studios cutting two sides to be released immediately on the Vogue Coral label, and what sides they are! . . . Sorry to hear of the death of **Charlie Parker.** The jazz world mourns a great alto star. . . . This week sees the arrival in London of **Eddie Fisher, Debbie Reynolds, Mama Fisher** and **Mama Reynolds** not forgetting **Milton Blackstone** and entourage. They're in for a wonderful time and will get a great kick out of the tremendous reception Eddie always gets at the London Palladium. . . . **Joan Regan** who provides the title song for the sound track of the movie "A Prize of Gold", off to the states for premier of film. . . . **Vera Lynn** left for Denmark once again, after throwing a most enjoyable birthday party. . . . **Leslie Abbott** leaving Southern Music Co. to join sponsored television company as contract man and copyright expert. . . . **Julie Andrews** certainly landed herself a plum part in the new musical version of "Pygmalion" opening on Broadway shortly. Who could resist this lovely young artist who captured the hearts of Broadway in the current production of "The Boy Friend". . . . So now it seems the new catch phrase in U. S. record business is "dig that crazy otto". We remember it here as just plain piano rag and that's going back a bit. . . . Heard the **DeMarco Sisters'** disk of "Dreamboat" and "Two Hearts". Could be a big one for the girls over here. . . . **Bobby Mellin** due here next Monday for confabs with his publishing firm over here.

This week's best selling pop singles:

1) "Give Me Your Word"—
Tennessee Ernie Ford (Capitol)
2) "Softly, Softly"—
Ruby Murray (Eng. Columbia)
3) "Let Me Go, Lover"—
Teresa Brewer (Vogue-Coral)
4) "Mobile"—
Ray Burns (Eng. Columbia)
5) "A Blossom Fell"—
Nat "King" Cole (Capitol)
6) "Naughty Lady Of Shady"—
Dean Martin (Capitol)
7) "Finger of Suspicion"—
Dickie Valentine (Eng. Decca)
8) "Tomorrow"—
Johnny Brandon (Polygon)
9) "Mambo Italiano"—
Rosemary Clooney (Philips)
10) "Let Me Go, Lover"—
Ruby Murray (Eng. Columbia)

Now more than ever, London is important to juke box operators . . .

GREAT ARTISTS—TRUE HIGH FIDELITY

Stanley Black

POP GOES THE MAMBO

OH DEAR WHAT CAN THE MAMBO BE

1528 and 45-1528

Frank Chacksfield

BLUE MIRAGE

MADEMOISELLE DE PARIS

1535 and 45-1535

Ted Heath

IN THE MOOD MAMBO

PEG O' MY HEART MAMBO

1534 and 45-1534

Johnston Bros.

MAJORCA

HEARTBROKEN

1545 and 45-1545

Vera Lynn

ADDIO AMORE

I DO

1551 and 45-1551

Mantovani

LAZY GONDOLIER

LONGING

1510 and 45-1510

Joan Regan

PRIZE OF GOLD

TOO MANY HEARTACHES

1542 and 45-1542

Lita Roza

TOMORROW

FOOLISHLY

1559 and 45-1559

Stargazers

SOMEBODY

NO MORE

1536 and 45-1536

Frank Weir

JOURNEY INTO SPACE

SERENADE TO AN EMPTY ROOM

1540 and 45-1540

David Whitfield

BEYOND THE STARS

OPEN YOUR HEART

1551 and 45-1551

Dickie Valentine

FINGER OF SUSPICION

ENDLESS

1498 and 45-1498

LONDON ®
RECORDS

TRUE HIGH ffrr FIDELITY

ALPHA
DISTRIBUTORS
extend GREETINGS to
Music Operators of America
and
THANKS
To All The RECORD MANUFACTURERS
Whose Lines We Represent In The EAST

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THE MORRISON HOTEL.

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JOHNNY HALONKA ★ HARRY APOSTOLERIS

HITS! HITS! HITS!

"FUJIYAMA MAMA"
recorded by
ANNISTEEN ALLEN Capitol 3048
EILEEN BARTON Coral 61377

and

"SHOO SHOO SHOO SH'LA LA"
recorded by
MONTANA SLIM Decca 29348
THE STYLERS Jubilee 5188

published by
GODAY MUSIC CORP. 1619 Broadway, New York, N. Y.

A MUST!

UNIVERSAL TONE LEVEL

The other day we were relaxing a little, sitting in an easy chair and listening to a disk jockey program. The disk jockey was fine, the records were good, but it was hardly relaxing. For 3 or 4 times in the period of an hour, we had to jump up from the chair to turn the volume either up or down.

At one point we were being blasted out of the house; at another we could hardly hear the music.

A universal tone level is one of the basic needs of the record industry. Everyone who has ever heard the radio for a protracted length of time knows what a problem this is.

But more important even than disk jockey shows, this is a great problem in juke box locations.

In such a location, the customer cannot adjust the machine when it plays too loud or too soft. Either the owner has to keep doing it or if the juke box is in a tavern, the bartender. Obviously for a bartender to keep taking time out to adjust the sound level is uneconomical and disturbing to him. Not to mention how disturbing it is to his customers to have to keep asking him to do it.

For a long time now, *The Cash Box* has been pointing out to the record industry, and its trade organization, the RIAA, how vital this question is.

Unfortunately, as yet, little has been done about it.

It would seem to us this problem is one of the easiest to solve. Almost every record firm belongs to the RIAA and we can't see where there is any controversial question involved here. It is simply a matter of agreeing on a particular tone level and everyone adopting it.

We're certain moreover, that the companies themselves would be anxious to participate in such an agreement for it can only benefit them—and harm them in no way.

Anything that makes it difficult to play records, whether on juke boxes, on the radio, or at home, detracts from the entire record industry. Anything that makes it more pleasant to play records, helps.

In our opinion, agreement on a universal tone level can be easily achieved, should be achieved as soon as possible, and the RIAA should take the lead in bringing the record companies together on this matter.

Mr. Operator...

your consistent money-makers are on

CADENCE RECORDS

FOUR SURE FIRE COIN CATCHERS

THE CHORDETTES

with a smash follow up
to "Mr. Sandman"

singing

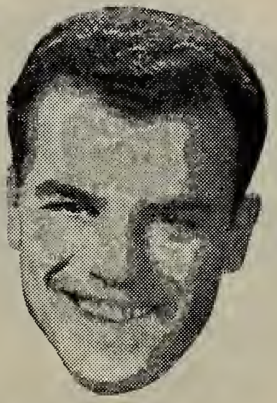
"LONELY LIPS"

and

"THE DUDELSACK SONG"

CADENCE 1259

The Voice all America Loves
. . . with a great new release



JULIUS LA ROSA

singing

"PASS IT ON"

and

"LET'S STAY AT HOME TONIGHT"

CADENCE 1258

An exciting new record

MARY DEL

singing

"LEAVE MY HEART"

and

"NOBODY ASKED ME TO GO"

CADENCE 1257

THE TOP HATTERS

with a great
new release

singing

"GO BABY GO"

and

"LEAVE—A MY GAL ALONE"

CADENCE, 1255

cadence

RECORDS INC. 40 EAST 49TH ST. NEW YORK 17, N.Y.

Best Wishes MOA
This is it... a Hit!
THE
THE DE MARCO SISTERS
singing—
"TWO HEARTS"
b/w
"DREAM BOAT"
29470......
® DECCA RECORDS
management
MANNIE GREENFIELD ASSOCIATES
9 ROCKEFELLER PLAZA
NEW YORK, N. Y.

DISTRIBUTORS SHOULD SELL— NOT JUST TAKE ORDERS

Of all the factors that go into the making of a hit record, none is of greater importance than the distributor. It is the distributor who, many times, makes the difference between a hit and an ordinary seller. It is the distributor who, by his promotion, can add hundreds of thousands to a record's sale.

The distributor is the contact between the manufacturer and the agencies through which records reach the public. It is the distributor who in turn gets the records to the retail stores, the juke box operators, the one stops and, in many cases, the disk jockeys.

In this capacity, he has a direct responsibility for what happens to a record in his area.

How many times have you heard of a record that's sold 20,000 in one area and 2,000 in all the rest of the country? What does that mean? It means generally that one distributor was on the ball, getting exposure for a record which had hit potential, while the other distributors fell down on the job.

Much too often, if a record doesn't get immediate reaction, the distributor simply forgets about it to go onto other records which apparently are showing up faster. Unfortunately this not not only a fault of the distributor, but very often of the record manufacturer also. There must be an endless number of hits that have been lost because the reaction wasn't immediate. And this is proven particularly by those records which have done exceptionally well in one area and nothing in others.

Certainly with our mass means of communication, differences in tastes these days don't vary so much between a Boston and a Detroit. They both receive the same radio and TV shows. They are both subject to all the same influences of our culture and society. Yet how can you explain why a record should do well in one city and lay a bomb in the other? The answer, more often than not, lies in the fact that one distributor has used ingenuity in getting a disk exposed even though there wasn't an overwhelming immediate response while the other distributor went on to greener fields.

The record industry can no longer afford the distributor who's just along for the ride. We have before us an era in which record sales can expand to such an extent that current sales may seem infinitesimal by comparison. But that great expansion of the record business will never occur if distributors just take orders and don't get out there and sell.

All of us in the record industry have a duty to see to it that records are constantly reaching the greatest number of potential buyers possible. And every single distributor should be in the forefront of that drive.

Any distributor who isn't has no right to be in the record business.

HI THERE, MUSIC OPERATORS OF AMERICA

We're looking forward to seeing you at The CAPITOL Booth #25, at the Morrison Hotel during the Convention...

BOB MANNING
current release
"YOU ARE THERE"
"THE MISSION SAN MICHEL"
Capitol 3088

LEE KANE
current release
"EV'RY DAY"
"HOW WOULD YOU HAVE ME"
Capitol 3081

HANK THOMPSON
current release
"ANNIE OVER"
"IF LOVIN' YOU IS WRONG"
Capitol 3030

FARON YOUNG
current release
"LIVE FAST, LOVE HARD, DIE YOUNG"
Capitol 3056
going strong
"IF YOU AIN'T LOVIN'"
"If That's The Fashion"
Capitol 2953

OPS: Be sure to inquire about the Special CAPITOL EP Packages designed just for you.

Capitol RECORDS

Capitol Unveils EP Packages At Convention

NEW YORK—At the MOA Convention, Capitol Records will introduce its "Music For Operators Only" series of EP packages—three packages of 10 EPs each, especially designed and priced for the juke box operator. All records will be enclosed in plain sleeves and title strips will accompany each record.

Package 1 (Order # EJP 2) is titled "America's Favorite Dance Bands." It features Ray Anthony, Billy May, Woody Herman, Jackie Gleason, Dave Barbour, Benny Goodman, Pete Daily's Dixieland Band and Clyde McCoy playing standards and songs which they made popular.

Package #2 (Order # EJP 3) is called "Songs of Your Time" and stars Nat "King" Cole, Les Paul & Mary Ford, Frank Sinatra, Pied Pipers, Dean Martin, Four Knights and Bob Manning.

Package #3 (Order # EJP-4) goes under the title of "For Your Listening Pleasure" and features mood music by Buddy Hackett, Paul Smith, Jackie Gleason, Les Baxter, Art Van Damme Quint., Chuy Reyes, Nat Cole at the piano and Francis Scott.

Each package will sell for $7.60 as compared with the regular price of $8.70 for the 10 EPs.

Capitol was very satisfied with the results on their "Jackie Gleason Presents Special Operator Package," a package of 10 EPs or 20 singles which was offered to ops last December.

3 The most modern pressing plants in the world
2 The latest processing methods
1 The country's best equipped recording studios
4 The industry's greatest pressing capacity
5 Design and printing of labels and sleeves
6 Album packaging
7 Bulk or drop shipment
8 Manufacture of all commercial type records
9 Plus counseling service on advertising, distribution and business problems

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HOLLYWOOD: HOllywood 4-5171
1016 No. Sycamore Avenue,
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CHARTS compiled EVERY WEEK
ADS from LEADING RECORD FIRMS,
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Every Week In
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Please enter our subscription for 1 year (52 issues) at $15. Enclosed Our Check ☐ Please Send Us A Bill ☐

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CITY .... ZONE ...... STATE ....
Individual's Name ....

Best Record of 1954

NEW YORK—Decca was the record company which issued the "Best Record Of 1954" in both the pop and country categories in the Ninth Annual Cash Box Poll conducted among juke box operators. Above, the top Decca execs receive two Cash Box trophies commemorating the event. Left to right are: Sid Parnes, Editor-In-Chief of The Cash Box; Leonard Schneider, Vice-President of Decca; Milton Rackmil, President of Decca; and Joe Orleck, Publisher of The Cash Box.

NEW YORK—The publisher of the "Best Record Of 1954," "Little Things Mean A Lot," was Leo Feist, Inc. Above, Bob Austin, of The Cash Box presents the trophy to Abe Olman, head of The Big Three, and Norman Foley, general professional manager of Feist.

HOLLYWOOD, CAL.—The artist who brought "Little Things Mean A Lot" to its number one spot was Kitty Kallen. Here she receives her trophy from Carl Taft, west coast representative of The Cash Box, on the set of "The Greatest Second Sex," the motion picture she is currently making. Left to right are: Jeanne Crain; Carl Taft; Kitty Kallen; Director George Marshall; and Mamie Van Doren.

Introduced on one of the
year's biggest TV shows...

ENTERTAINMENT
'55

Dinah Shore's **WHATEVER LOLA WANTS**
(LOLA GETS)

From the forthcoming Broadway musical: "Damn Yankee"
by Dick Adler and Jerry Ross

with

CHURCH TWICE ON SUNDAY

20/47-6077

Henri René's Orchestra. Arranged by Hugo Winterhalter

RCA VICTOR
FIRST IN RECORDED MUSIC

RCA ®
HIS MASTER'S VOICE

A "New Orthophonic" High Fidelity Recording

Best Wishes to

ALL THE COIN-OPS AT THE CONVENTION

Nelson Riddle

watch for:—

NELSON RIDDLE & ORCHESTRA

with

FRANK SINATRA

on

MAX LIEBMAN'S COLOR SPECTACULAR

•

APRIL 24th

•

NBC-TV COAST-TO-COAST

Trophy No. 3

NEW YORK—Patti Page wins her third Cash Box trophy as the best female vocalist of the year. Bob Austin presents it to her. On right, WNEW dee jay Jerry Marshall gives Patti his trophy for her winning the same title on his "Make Believe Ballroom" poll.

"Best Band of 1954"

NEW YORK—Martin Block, whose "Make Believe Ballroom" show is heard on ABC, hands Ralph Marterie (left) his Cash Box Award for finishing on top of the bunch as the "Best Orchestra of 1954".

Ops And Disk Stars Support Palsy Drive

NEW YORK—Music operators of New York once again showed their desire to assist in charitable functions when they turned out en masse at a Cerebral Palsy Banquet held at the Elegante Night Club last Sunday, March 20th. The banquet was held to acquire funds for a treatment center in Brooklyn, N. Y. for children who have become victims of the dreaded illness. Harry Siskind and Stanley Feldman were among the many operators who made up the crowd of better than 450 people. Meyer Parkoff of Atlantic, N. Y., and Sidney Levine, attorney for the N. Y. Ops Assn. and the MOA were also present.

The Three Chuckles ("X"), Alan Dale (Coral) and Georgie Weiss, one of America's top songwriters, provided tremendous entertainment for the evening.

Thrush's Film Debut

HOLLYWOOD—Anita Gordon, featured vocalist on KTLA's "Bandstand Revue", is making a musical short for Universal-International—her first attempt at the flickers.

Largely responsible for the young singer's movie debut is the rapid climb in popularity of her first record attempt for Decca—"His Hands".

"Best Vocal Group of 1954"

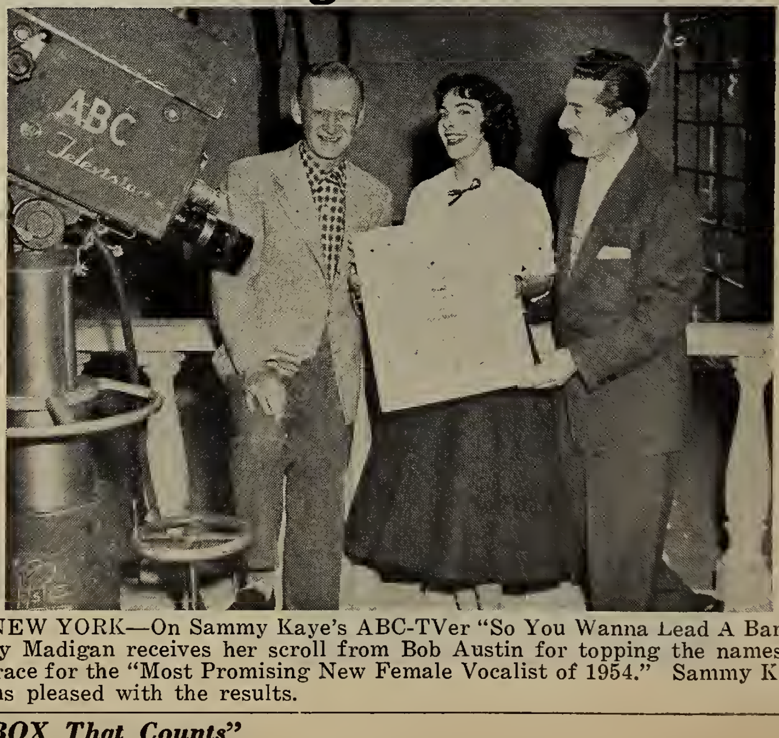
NEW YORK—Leonard Schneider (3d from right), vice-president of Decca Records, presents Herb Kessler (center), manager of the Four Aces, with **The Cash Box** Trophy for the Aces' winning of first place in the "Best Vocal Group of 1954" category of **The Cash Box** 9th Annual Poll conducted among the nation's juke box operators. Pictured above left to right are: Mike Conner, head of Decca promotion; Milt Gabler, A & R head of Decca; Al Alberts of the Four Aces; Kessler; Schneider; Bob Austin, The Cash Box; and Lou Sylvestri of the Four Aces.

"Most Promising New Band of 1954"

KINGS PARK NTRAL SCHOOL

NEW YORK—Richard Maltby receives **The Cash Box** scroll from Bob Austin for being named the "Most Promising New Band of 1954" in the 9th Annual Operator Poll. Looking on are Alan Luden, on whose WPIX-TV show the scroll was presented, and (right) Lou Boorstein, prexy of Trans-Disc Distributing, "X" Records distributor in New York. Teen-age fans surround the presentation.

"Most Promising New Female of 1954"



NEW YORK—On Sammy Kaye's ABC-TVer "So You Wanna Lead A Band," Betty Madigan receives her scroll from Bob Austin for topping the names in the race for the "Most Promising New Female Vocalist of 1954." Sammy Kaye seems pleased with the results.

ALL IT TAKES IS TALENT!

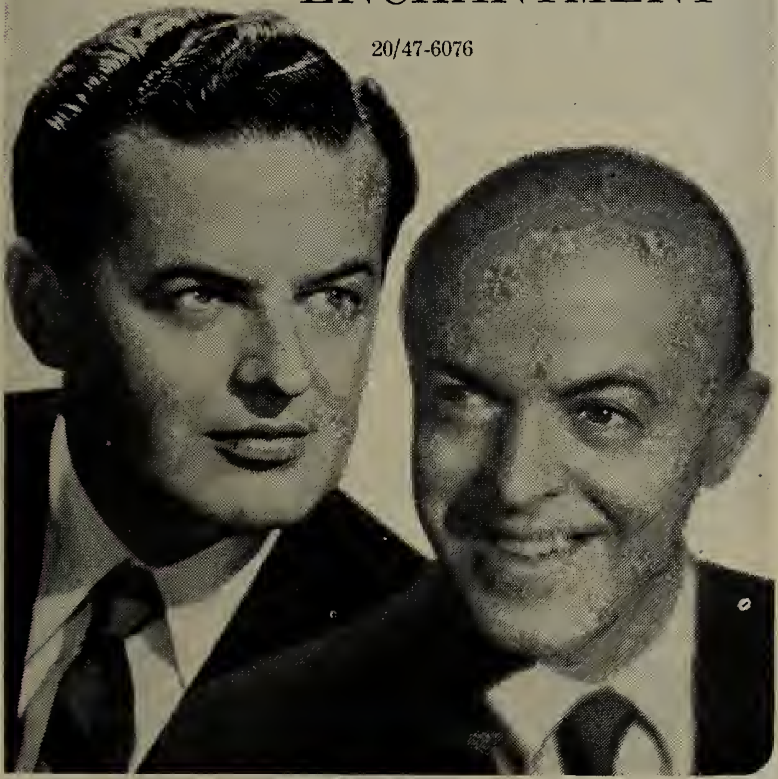
The Hitmakers... together on one great record!

Hugo
WINTERHALTER
and
HENRI RENÉ

CRYSTAL CHANDELIER

ENCHANTMENT

20/47-6076



Her first for RCA Victor!
the fabulous

LENA HORNE

LOVE ME OR LEAVE ME

I LOVE TO LOVE

20/47-6073

...Questo disco é magnifico!

LOU MONTE

DREAMBOAT

The
ITALIAN WALLFLOWER
(I'll Dance With Her, Henry)

20/47-6072

RCA VICTOR
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"New Orthophonic" High Fidelity Recordings

THANKS, OPS...
for your wonderful help!

JAYE P.
MORGAN

DANGER, HEARTBREAK AHEAD!
SOFTLY, SOFTLY
THAT'S ALL I WANT FROM YOU
DAWN

heard exclusively on
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personal management: Durgom-Katz Assoc.
direction: Mercury Artists Corp.
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THE CASH BOX CANADIAN CAPERS

TORONTO TOPICS:

Benny's Steak House fast becoming a favorite dining spot of the local music mob. Reminder of this was seeing several of the boys there last week on their way to the broadcasters' convention at the Chateau Frontenac in Quebec City. It seems that most of the boys and girls will be travelling for the next couple of weeks since many of them plan to attend the MOA Convention the following weekend in Chicago. . . . On the home front, we find "Pajama Game" at the Royal Alexandra Theatre for two weeks which has clicked for renewed activities with the Dee-Jays who have been playing the records of its star **Fran Warren**. . . . Hailed by the press and patrons as the greatest show of its kind anywhere, this year's Canadian National Sportsman's Show wound up in a blaze of glory last Saturday. It sure got localities, in and out of business, thinking of country cottages and vacations. One of the highlights of the show was the impressive stage and water review which was presented twice daily. But musically, the top attraction was **Bob Scott** and His Canadian Pioneers whose square dance music was booked again making it the third year running that this ace breakdown Combo has held the spotlight at this annual event. The Bob Scott date also sparked Dee-Jay and Operator attention to the hit platterers (Alvina & Sparton), and are coralling a fine fan following. . . . Local scribes Alec **Barris** (Globe & Mail) and **Gordon Sinclair** (Star) broke the story of London, Ontario's 14-year-old **Priscilla Wright** being signed to a record contract. The talented Medway High School gal got the nod via a singing jingle which she transcribed for one of the major ad agencies. From there on things moved thick and fast. A first session was immediately waxed and released on the Sparton label. The four sides are released simultaneously, an innovation in Canada at least, and the tunes are: "I Wanna Dance To The Mambo Combo," backed with "Play Me Hearts And Flowers", and "Please Have Mercy" with "Man In A Raincoat". Already hear that U. S. diskeries are negotiating to release the Priscilla Wright sides in the U. S. A. Who says Kanuks can't get a break in their own country? . . . With Spring weather being an added incentive, Buffalo showmen have been increasing the lineage of their ads in Toronto papers. Cinerama at the Teck Theatre and The Little Club (McVans) and the Towne Casino of the Buffalo bistro belt foremost in the pitching for Kanuk patronage. . . . To most Canadians, the headliner of last week's Casino playbill was Winnipeg's **Donna Grescoe** who with her violin wizardy pulled in the patrons. Long a favorite of your scribe, Donna is establishing herself in the vaude house as capably as she does at Concert engagements. . . . It has been a clever "teaser postcard" campaign that's been used to stir up advance interest in the newt Rio Record label which should help to provide the necessary hypo to get the new platter off and running in the boxes and with the platter spinners.

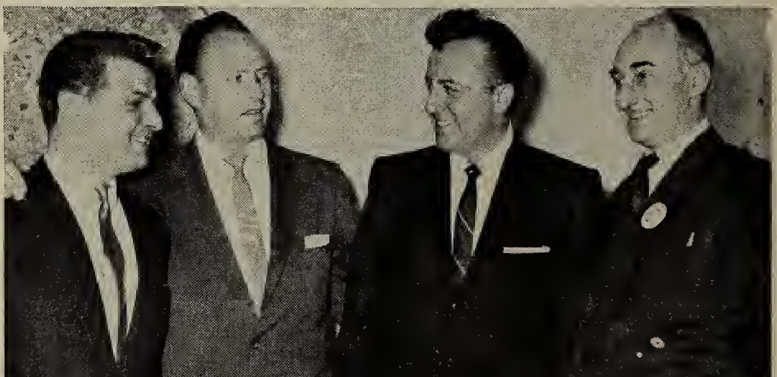
ALAN DEAN

MONTREAL MEMOS:

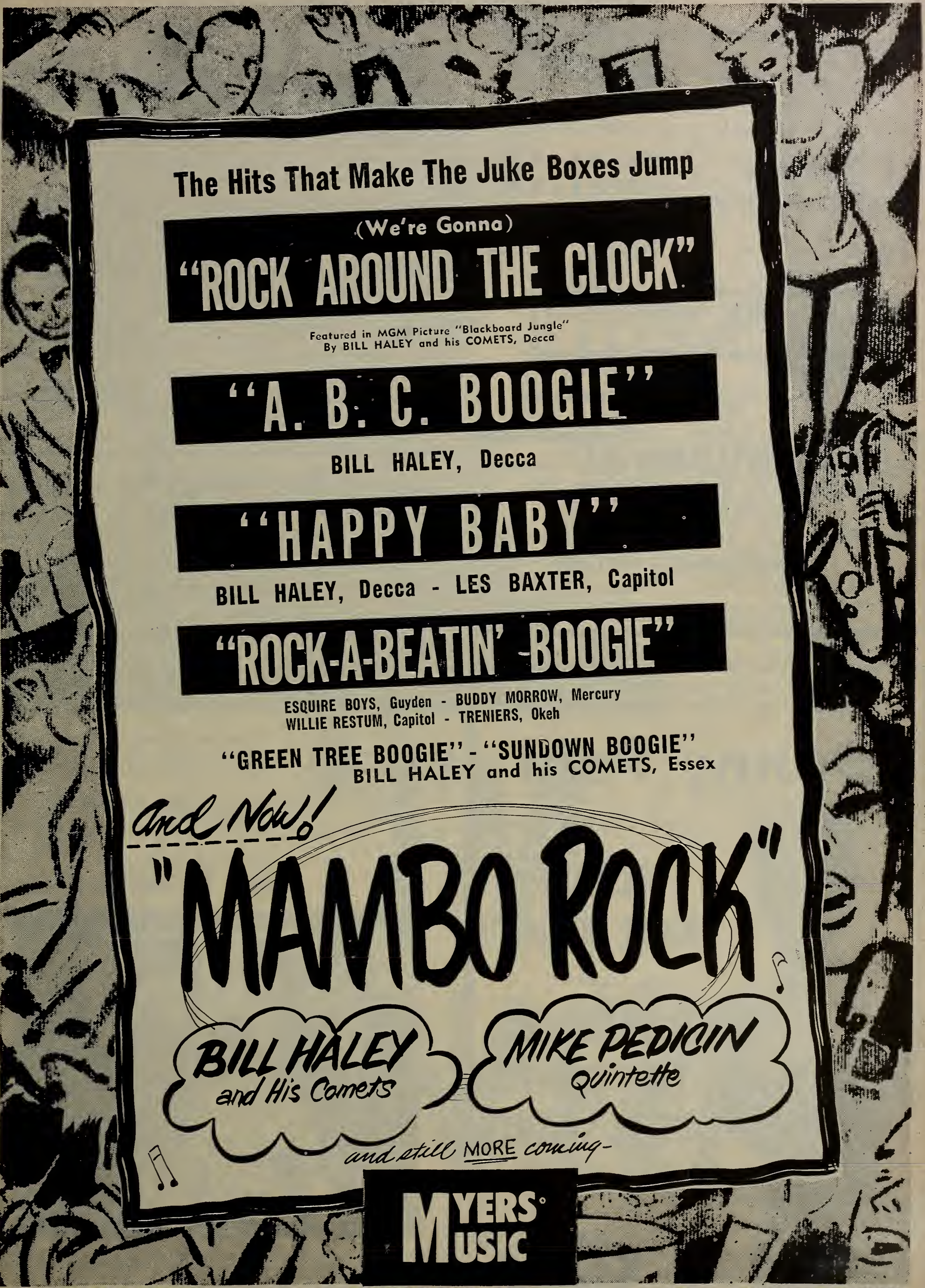
The **Gallahads**, Capitol recording artists, opened this past week at the El Morocco. The four versatile vocalists-instrumentalists are drawing very good business at this location. . . . **The Fontane Sisters** of the Quality label (Dot in the U. S.) completed a very successful engagement at the Seville Theatre on the 23rd. Current show features **Billy De Wolfe** and MGM recording artist **Alan Dean**. . . . Holding forth at the Monterey are the **Rhythm Riders Trio**. . . . **Felicia Sanders** who had the local critics literally raving finished a very successful engagement at the Ritz Cafe of the Ritz Carlton Hotel. Current chanteuse is **Ann Crowley**. . . . **J. P. Morgan**, who is currently riding high with her first record for RCA-Victor "That's All I Want From You". has been inked for a week's engagement at the Seville Theatre opening on May the 26th.

JAYE P. MORGAN

Arrival



LONDON, ENG.—Don Cornell, whose version of "Hold My Hand" was one of England's best sellers, recently, arrives in London for personal appearances. Above (l. to r.) are Marcel Stellman, The Cash Box' London representative; Mannie Greenfield, Cornell's manager; Don Cornell; and Ernie Mills of Vogue-Coral Records, the label on which Cornell's disks are released in England. The crooner's latest release couples "Most Of All" and "The Door Is Still Open", two ballads hitting in the r & b field.



The Hits That Make The Juke Boxes Jump

(We're Gonna)
"ROCK AROUND THE CLOCK"

Featured in MGM Picture "Blackboard Jungle"
By BILL HALEY and his COMETS, Decca

"A. B. C. BOOGIE"

BILL HALEY, Decca

"HAPPY BABY"

BILL HALEY, Decca - LES BAXTER, Capitol

"ROCK-A-BEATIN' BOOGIE"

ESQUIRE BOYS, Guyden - BUDDY MORROW, Mercury
WILLIE RESTUM, Capitol - TRENIERS, Okeh

"GREEN TREE BOOGIE" - "SUNDOWN BOOGIE"
BILL HALEY and his COMETS, Essex

and Now!

"MAMBO ROCK"

BILL HALEY
and His Comets

MIKE PEDICIN
Quintette

and still MORE coming-

MYERS MUSIC

122 NO. 12th STREET PHILADELPHIA, PA. (Phone: Rittenhouse 6-3699)

"X" RECORDS

Breaking for a SMASH!
"I MISS YOU SO"
Eddie Fontaine
X-0108 (4X-0108)

Going Strong
"BEGIN THE BEGUINE MARCH"
Richard Maltby
X-0094 (4X-0094)

"FOOLISHLY" The Three Chuckles
X-0095 (4X-0095)

a product of Radio Corporation of America
"X" RECORDS MARK THE HITS!

CLIMBING FAST . . . ZOOMING
ON **MASQUERADE** RECORDS
1619 BROADWAY, NEW YORK 19, NEW YORK

★ JO ANN LEAR
What Have You Got to Lose .... What Can I Say
★ BOB and BEA WELDON
You're Nothin' .... Wherever I Go

For a Hit Parade . . . Go Masquerade

A BUNNY HUG
TO THE MUSIC OPERATORS OF AMERICA
from
Bunny Paul
initial CAPITOL Release

"PLEASE HAVE MERCY"
and
"THESE ARE THE THINGS WE'LL SHARE"
Capitol No. 3074
Capitol RECORDS

THE CASH BOX Sure Shots

The Cash Box "Sure Shots" highlight records which reports from retail dealers throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

"UNCHAINED MELODY" --- THE CASH BOX SLEEPER OF THE WEEK 3/12
Al Hibbler .... Decca 29441; 9-29441

●

"DOOR OF DREAMS" ----------- THE CASH BOX DISK OF THE WEEK 3/12
Perry Como .... RCA Victor 20-6059; 47-6059

●

"COOL WATER" --------------- THE CASH BOX BEST BETS 3/26
Frankie Laine .... Columbia 40457; 4-40457

●

"LONELY LIPS" -------------------- THE CASH BOX DISK OF THE WEEK 3/26
Chordettes .... Cadence 1259; 45-1259

Top 10 Best Selling Pop Albums

1.	THE STUDENT PRINCE	Mario Lanza (RCA Victor LM 1837; ERB 1837)
2.	PETER PAN	Original Cast (RCA Victor LOC 1019; EOC 1019)
3.	MUSIC, MARTINIS AND MEMORIES	Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)
4.	MUSIC TO REMEMBER HER	Jackie Gleason (Capitol 570; EBF 1, 2-570)
5.	ARTHUR GODFREY PRESENTS CARMEL QUINN	Carmel Quinn (Columbia CL 629; B 491)
6.	TONAL EXPRESSIONS	Don Shirley (Cadence 1001)
7.	MUSIC FOR LOVERS ONLY	Jackie Gleason (Capitol H 352; EBF 352)
8.	BRUBECK TIME	Dave Brubeck (Columbia CL 622, B 473)
9.	B.G. IN HI-FI	Benny Goodman (Capitol W 565; 1, 2-565)
10.	SELECTIONS FROM THE GLENN MILLER STORY	Glenn Miller (RCA Victor LPT 3057); EPBT 3057)
10.	DEEP IN MY HEART	Original Cast (E 3153; X276)

Going Formal

SPRINGFIELD, MASS.—The Four Tophatters (l to r) Pat Vassallo, Benny Grimes, Carmen Falcon and Chet Lane, pause for the birdie after making arrangements with Gordie Baker (center) of WSPR, Springfield, to appear at his forthcoming spaghetti and meatballs party to be held at the Golden Dome, West Springfield, on April 5th. Boys look as though they're going formal.

TRADE PRESS AGREE . . .

Cash Box "BEST BET"
" . . . could do big things . . ."

Billboard "SPOTLIGHT"
" . . . strong recording by Joe Barrett . . ."

Joe Barrett's

Original Version of

"I'M SINCERE"

MUSIC OPERATORS OF AMERICA
Looking forward to meet and greet you at the Convention

the Original

The Record that Raised a storm in the Midwest and is Now Sweeping the Country

29454
9-29454

ARRANGED AND CONDUCTED BY GEORGE SIRAVO

America's Fastest Selling Records

DECCA RECORDS

Management
BILL KOSANOVICH — MIKE MANOCCHIO
20370 Friday Ave.
Euclid, Ohio

THANKS, OPS

for helping to make these hits

1944—STRAIGHTEN UP AND FLY RIGHT
1945—FRIM FRAM SAUCE
1946—ROUTE 66
1947—I MISS YOU SO
1948—NATURE BOY
1949—LUSH LIFE
1950—MONA LISA
1951—TOO YOUNG
1952—WALKIN' MY BABY BACK HOME
1953—PRETEND
1954—ANSWER ME, MY LOVE

and now for 1955

"DARLING, JE VOUS AIME BEAUCOUP"

and

"THE SAND AND THE SEA"

CAPITOL 3027

Nat "King" Cole"

Capitol RECORDS

MUSIC HAS NO BOUNDARIES

It's said that music is the universal language of man. And nowhere can that better be demonstrated than in the music which America loves and sings.

In the last several months, tune after tune has made its way from Europe and other continents into the hearts of the American public. There have been such songs as "Oh My Papa," "The Happy Wanderer," "The Little Shoemaker," "Anema E Core," "Softly, Softly," "Finger Of Suspicion," "Lazy Gondolier," and many others.

The basic appeal of music reaches everywhere. During the war and occupation, wherever American troops were stationed, they found music which they could adapt to their own tastes. That ability to appreciate the music of other lands has carried over so that today all sorts of songs can become American hits, songs from Europe, songs from the Orient, songs from Latin America.

What's equally important—and perhaps from the point of view of international relations even more important—is that the reverse holds true. There is hardly a country in the world that you can go to where American music is not being played. There is nowhere that American records are not being distributed. Of course we don't know what's going on behind the Iron Curtain, but we suspect that just as all people who long for freedom must manage to smuggle in somehow the things they love, so, many people enslaved in the world today must somehow manage to get hold of and play an occasional American record. For there's probably no medium that can better give them the hope to fight on and the confidence that victory is inevitable than music.

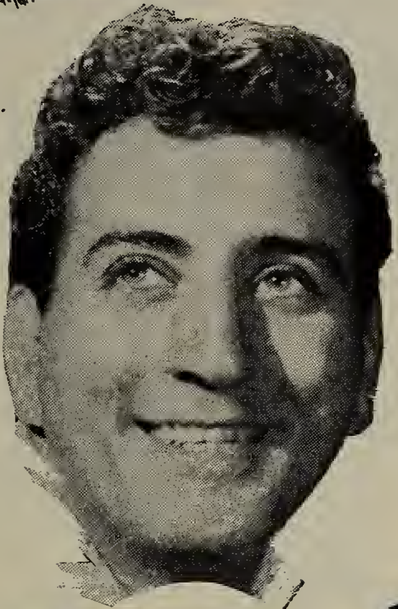
The proof of the effectiveness of the American recording industry in international relations is shown every time a recording star goes anywhere in the world. Though most of the world's population may never have seen some of our top recording names, their voices have made them household words. Patti Page goes to the Orient and huge crowds turn out to see her. Kay Starr goes to Latin America and she is a sensation. Guy Mitchell prepares a world tour and excitement runs high among record fans everywhere. Nat Cole, Frankie Laine, Johnnie Ray, Al Martino and numerous others visit England and they are wildly welcomed.

These are all American record names. Their reputations have been made through records—and records alone. They are known to the world almost exclusively through the sound they export on their disks.

What better proof is there of the universality of music?

In the music business, we sometimes have a way of depreciating ourselves. We talk about it as a small business compared to the giant of motion pictures and other mediums of entertainment. But that isn't really so as far as influence is concerned. American recording stars have helped to spread the gospel of the American way of life throughout the entire world. And they have done it through the most effective way conceivable—through music, which reaches to the very base of people's feelings and hopes and desires.

America's Juke-Box Favorite



Tony Bennett

Current Columbia Hit . . .

"CLOSE YOUR EYES"

and

"IT'S TOO SOON TO KNOW"

Columbia 40427

●

COLUMBIA RECORDS

"Grateful for the Consistent Spins!"
Tony

MCA

Personal Management CHAUNCEY S. OLMAN

Star Kicks Off Palsy Drive

MUSIC helps JOHNNY
FIGHT CEREBRAL PALSY
YOUR QUARTERS and DIMES
HAPPIER TIMES

BOSTON.—TV star Lu Ann Simms kicked off the music machine industry's campaign in Massachusetts to help the thousands of cerebral palsy victims by placing the first dime in a Wurlitzer, contributed by Redd Distributing Co., in Hotel Vendome on Friday night, March 18.

Hundreds of teen-agers from preparatory schools around greater Boston, celebrating their night before Spring prom, shouted and cheered in the lobby as the Arthur Godfrey singer, here for a Blinstrub engagement, met with officials of the Mass. Music Operators Association in the lobby.

Present for the ceremonies, which included the handing over of the keys to the machine from James Geracos, president of the MMOA, to Stewart Nash, Greater Boston Cerebral Palsy Campaign Chairman, were Dave Baker, treasurer of MMOA, Mrs. Baker; Lu Ann Simms and her husband, Loring Buzzel; Lu Ann's father; Guy Livingston, Cash Box; Paul Stevens, Paul Stevens Associates; J. C. Cleve, manager, Hotel Vendome.

The machine had been placed in the hotel lobby the same day after names of the four distributors had been placed in a hat, and a name pulled. Redd Distributing won the honor of being the first distributor to place a machine in the Vendome, campaign headquarters. The machine will be there for 18 days, to be followed by machines from the other three distributors, Trimount, Atlas and Music & Television Corp. (Seeburg, AMI and Rock-Ola respectively).

It was a "first" in many ways. It was the first time a juke box had ever been inside the 100-year-old famed Vendome hostelry. It was the first time a celebrity had put a dime in a music machine in front of the photographers.

Interesting sidelight was report of manager that 41 people were ready to move out when juke box first arrived; about two hours later, all 41 of them were happily making their record selections with dimes. Dave Baker, treasurer of the association, walked in to the lobby to take a look-see, and took a dime out to make a play, whereupon an elderly lady resident of the hotel, came over and volunteered to show Dave how the selections should be made!

A terrific barrage of newspaper publicity resulted from the promotion staged at the hotel. The Boston Herald, Boston Advertiser and Boston Globe on Sunday (20) ran pictures of Lu Ann and the MMOA officials and the Boston Daily Record of Monday, March 21, ran a photo of Lu Ann putting in the first dime for cerebral palsy.

In addition, Ted Ashby, Boston Globe columnist, devoted his entire column in the Boston Sunday Globe to the dime play, pointing out all the necessary reasons why it had to come and quoting James Geracos, president of the association.

In the few short weeks since the association has been formed and machines have been converted to dime play, more favorable publicity has been received for the music machine industry here than at any time in history.

Pictured above, left to right: Lu Ann Simms; Dave Baker; and on the other side of the Wurlitzer, Jim Geracos, prexy of the association.

New Diskery

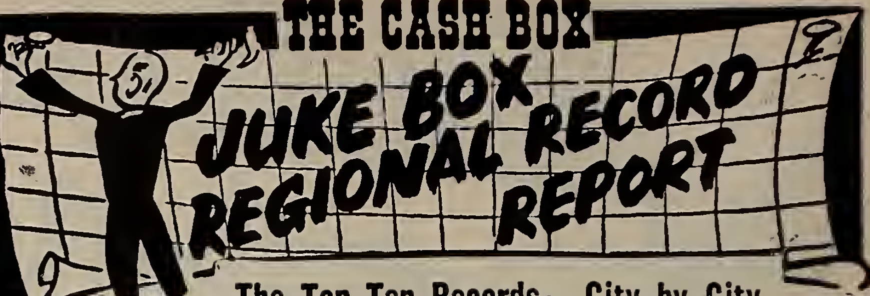
NEW YORK—"Tiny" Fairbanks Enterprises, Inc., a new organization which recently completed a series of five-minute TV films and five-minute radio shows, is entering the record business.

Their first session consists of four sides. It took place at the Columbia Recording Church Studio, last week. Two original songs composed by Duke Enston with the aid of "Tiny", plus two standard were recorded.

Fairbanks solo-ed with choral background and orchestra under the direction of Russ Case. Musical arrangements were also made by Case.

Another session has been planned for the very near future. The record will be released in about four or five weeks. National distribution arrangements are now being formulated.

DON'T FAIL TO SEE THE
New "Pic-Strip"
TITLE STRIP
AT THE M. O. A. CONVENTION
Booth No. 19
STAR TITLE STRIP, INC.
2001 FIFTH AVE.
PITTSBURGH 19, PA.
1825 W. CHICAGO AVE.
CHICAGO 22, ILLINOIS



The Top Ten Records—City by City

New York, N. Y.

1. Crazy Otto (Johnny Maddox)
2. Melody Of Love (Vaughn/4 Aces)
3. How Important Can It Be (Joni James)
4. Davy Crockett (Bill Hayes)
5. Ko Ko Mo (Perry Como)
6. Cherry Pink(Perez Prado)
7. Sincerely (McGuires)
8. Tweedlee Dee (Gibbs/Baker)
9. Earth Angel (Penguins/Crewcuts)
10. Hearts Of Stone (Fontanes)

Philadelphia, Pa.

1. How Important Can It Be (Joni James)
2. Crazy Otto (Johnny Maddox)
3. Sincerely (McGuires)
4. Davy Crockett (Hayes/Parker)
5. Melody Of Love (4 Aces/Parker)
6. Rock Love (Fontanes)
7. Mambo Rock (Bill Haley)
8. Earth Angel (Gloria Mann)
9. Tweedlee Dee (G. Gibbs)
10. Ko Ko Mo (Perry Como)

New Orleans, La.

1. Ko Ko Mo (Perry Como)
2. Sincerely (McGuires)
3. Melody Of Love (Four Aces)
4. How Important Can It Be (Connee Boswell)
5. Play Me Hearts And Flowers (Johnny Desmond)
6. Pledging My Love (Brewer)
7. Darling, Je Vous (Nat Cole)
8. Smiles (Happy Otto)
9. Tweedlee Dee (Lavern Baker)
10. Danger! Heartbreak Ahead (Jaye P. Morgan)

Kansas City, Mo.

1. Crazy Otto (Johnny Maddox)
2. Pledging My Love (J. Ace)
3. How Important Can It Be (Joni James)
4. Davy Crockett (Tenn. Ernie/Hayes)
5. Mambo Rock (Bill Haley)
6. Dance With Me, Henry (Georgia Gibbs)
7. It's A Sin To Tell A Lie (Smith & Redheads)
8. Darling, Je Vous (Nat Cole)
9. Cherry Pink (Perez Prado)
10. Tweedlee Dee (G. Gibbs)

Memphis, Tenn.

1. Melody Of Love (B. Vaughn)
2. Ko Ko Mo (Como/Crewcuts)
3. Crazy Otto (Johnny Maddox)
4. Sincerely (McGuires)
5. Davy Crockett (Tenn. Ernie/Hayes/Parker)
6. How Important Can It Be (James/Brewer)
7. Tweedlee Dee (Gibbs/Baker)
8. Hearts Of Stone (Fontanes)
9. It May Sound Silly (McGuires)
10. Darling, Je Vous (Nat Cole)

Washington, D. C.

1. Davy Crockett (Bill Haley)
2. Sincerely (McGuires)
3. Tweedlee Dee (G. Gibbs)
4. Glad Rag Doll (Happy Otto)
5. Birth Of The Boogie (Haley)
6. Ko Ko Mo (Como/Crewcuts)
7. Crazy Otto (Johnny Maddox)
8. Melody Of Love (Vaughn/Carroll)
9. Sand And The Sea (Nat Cole)
10. Mambo Rock (Bill Haley)

Milwaukee, Wisc.

1. Crazy Otto (Johnny Maddox)
2. Davy Crockett (Hayes/Parker/Tenn. Ernie)
3. Melody Of Love (Carroll/4 Aces)
4. Sincerely (McGuires)
5. Open Up Your Heart (Cowboy Church Choir)
6. Mambo Rock (Bill Haley)
7. How Important Can It Be (Joni James)
8. Rock Love (Fontanes)
9. Lazy Gondolier (Mantovani)
10. Plantation Boogie (L. Dee)

Chicago, Ill.

1. Crazy Otto (Johnny Maddox)
2. Sincerely (McGuires)
3. Davy Crockett (Bill Hayes)
4. Melody Of Love (B. Vaughn)
5. Tweedlee Dee (G. Gibbs)
6. Cherry Pink (Perez Prado)
7. Dance With Me, Henry (Georgia Gibbs)
8. Open Up Your Heart (Cowboy Church Choir)
9. Rock Love (Eddy Fontaine)
10. Darling, Je Vous (Nat Cole)

Cleveland, Ohio

1. Davy Crockett (Bill Hayes)
2. Pledging My Love (Ace/Mara)
3. Two Hearts (Pat Boone)
4. Plantation Boogie (L. Dee)
5. Dance With Me, Henry (Wallflower) (Gibbs/James)
6. Mambo Rock (Bill Haley)
7. Unchained Melody (Hibbler)
8. Melody Of Love (B. Vaughn)
9. How Important Can It Be (Joni James)
10. Cherry Pink (Perez Prado)

St. Louis, Mo.

1. Crazy Otto (Johnny Maddox)
2. Davy Crockett (Bill Hayes)
3. Tweedlee Dee (G. Gibbs)
4. Sincerely (McGuires)
5. Mambo Rock (Bill Haley)
6. How Important Can It Be (Joni James)
7. Close Your Eyes (Bennett)
8. Darling, Je Vous (N. Cole)
9. Cherry Pink (Perez Prado)
10. Dance With Me Henry (Georgia Gibbs)

Detroit, Mich.

1. Cherry Pink (Perez Prado)
2. Davy Crockett (Bill Hayes)
3. Mambo Rock (Bill Haley)
4. Melody Of Love (Vaughn/Carroll)
5. Unchained Melody (Hibbler)
6. Dance With Me, Henry (Georgia Gibbs)
7. How Important Can It Be (Joni James)
8. Lazy Gondolier (Mantovani)
9. Tweedlee Dee (Gibbs/Baker)
10. Plantation Boogie (L. Dee)

Atlanta, Ga.

1. Melody Of Love (Vaughn/4 Aces)
2. How Important Can It Be (Joni James)
3. Sincerely (McGuires)
4. Ko Ko Mo (Perry Como)
5. Davy Crockett (Hayes/Parker)
6. That's All I Want (Morgan)
7. Darling, Je Vous (Nat Cole)
8. Earth Angel (Crewcuts/Penguins)
9. Sand And The Sea (Nat Cole)
10. Crazy Otto (Johnny Maddox)

Seattle, Wash.

1. Crazy Otto (Johnny Maddox)
2. Melody Of Love (Vaughn/Carroll/4 Aces)
3. Sincerely (McGuires)
4. Davy Crockett (Parker/Hayes)
5. Tweedlee Dee (G. Gibbs)
6. Hearts Of Stone (Fontanes)
7. Ko Ko Mo (Como/Crewcuts)
8. Mambo Rock (Bill Haley)
9. Open Up Your Heart (Cowboy Church Choir)
10. Glad Rag Doll (Happy Otto)

Denver, Colo.

1. Tweedlee Dee (G. Gibbs)
2. Sincerely (McGuires)
3. Melody Of Love (Carroll/4 Aces/Vaughn)
4. Crazy Otto (Johnny Maddox)
5. Ko Ko Mo (Crewcuts/Como)
6. Davy Crockett (Parker/Tenn. Ernie/Hayes)
7. Earth Angel (Crewcuts/Penguins)
8. How Important Can It Be (James/Vaughan)
9. Open Up Your Heart (Cowboy Church Choir)
10. That's All I Want (Morgan)

Los Angeles, Calif.

1. Sincerely (McGuires)
2. Crazy Otto (Johnny Maddox)
3. That's All I Want (Morgan)
4. Davy Crockett (Parker/Schumann)
5. Melody Of Love (Diamond/4 Aces)
6. Tweedlee Dee (Baker/Gibbs)
7. Hearts Of Stone (Fontanes)
8. How Important Can It Be (Joni James)
9. Ko Ko Mo (Perry Como)
10. Earth Angel (Penguins)

Boston, Mass.

1. Davy Crockett (Bill Hayes)
2. Crazy Otto (Johnny Maddox)
3. Sincerely (McGuires)
4. Tweedlee Dee (G. Gibbs)
5. Cherry Pink (Perez Prado)
6. Hearts Of Stone (Fontanes)
7. It May Sound Silly (McGuires)
8. Melody Of Love (B. Vaughn)
9. Pledging My Love (Four Lads)
10. Dance With Me, Henry (Georgia Gibbs)

San Francisco, Calif.

1. Sincerely (McGuires)
2. Ko Ko Mo (Perry Como)
3. Hearts Of Stone (Fontanes)
4. Melody Of Love (4 Aces/Carroll/Vaughn)
5. Tweedlee Dee (Gibbs/Collins)
6. Crazy Otto (Johnny Maddox)
7. Davy Crockett (Fess Parker)
8. How Important Can It Be (James/Vaughan)
9. Earth Angel (Crewcuts/Penguins)
10. That's All I Want (Morgan)

Pittsburgh, Pa.

1. Cherry Pink (Perez Prado)
2. Davy Crockett (Bill Hayes)
3. Ko Ko Mo (Perry Como)
4. Tweedlee Dee (G. Gibbs)
5. Darling, Je Vous (Nat Cole)
6. Melody Of Love (Vaughn/Carroll)
7. How Important Can It Be (James/Vaughan)
8. Dance With Me, Henry (Georgia Gibbs)
9. Sincerely (McGuires)
10. Danger, Heartbreak Ahead (Jaye P. Morgan)

Buffalo, N. Y.

1. Crazy Otto (Johnny Maddox)
2. Sincerely (McGuires)
3. Tweedlee Dee (G. Gibbs)
4. Ko Ko Mo (Como/Crewcuts)
5. Davy Crockett (B. Hayes)
6. Darling, Je Vous (N. Cole)
7. Melody Of Love (Carroll/Vaughn)
8. Cherry Pink (Perez Prado)
9. How Important Can It Be (Joni James)
10. Play Me Hearts And Flowers (Johnny Desmond)

Edmonton, Can.

1. Hearts Of Stone (Fontanes)
2. Melody Of Love (Four Aces)
3. Tweedlee Dee (Lavern Baker)
4. Sincerely (McGuires)
5. Earth Angel (Crewcuts)
6. That's All I Want (Morgan)
7. How Important Can It Be (Joni James)
8. Ko Ko Mo (Crewcuts)
9. Crazy Otto (Johnny Maddox)
10. Mr. Sandman (Chordettes)

San Antonio, Tex.

1. Sincerely (McGuires)
2. Tweedlee Dee (G. Gibbs)
3. Melody Of Love (4 Aces/Vaughn)
4. Davy Crockett (Hayes/Tenn. Ernie)
5. Ko Ko Mo (Como/Crewcuts)
6. How Important Can It Be (James/Brewer)
7. Earth Angel (Crewcuts/Penguins)
8. That's All I Want (Morgan)
9. Hearts Of Stone (Fontanes)
10. Crazy Otto (Johnny Maddox)

THIS PAGE IS ROCKIN' WITH RHYTHM...

KEEP ME IN MIND

WORDS BY JACK WOLF MUSIC BY BURT BACHARACH

Patti Page

MERCURY 70579 • 70579X45

FAMOUS MUSIC CORP.
1619 Broadway, N. Y. City, N. Y.

THE CASH BOX Album Reviews

POPULAR

"I LOVE YOU"—EDDIE FISHER—with Hugo Winterhalter and his Orchestra —RCA Victor LPM-1097 (12" LP)

SO IN LOVE; PRETTY BABY; MY ONE AND ONLY LOVE; I CAN'T GIVE YOU ANYTHING BUT LOVE; THE GIRL THAT I MARRY; I SURRENDER, DEAR; WHAT IS THIS THING CALLED LOVE; LET'S FALL IN LOVE; MY ROMANCE; LOVE SOMEBODY; LOVE SENDS A LITTLE GIFT OF ROSES; SOMEBODY LOVES ME.

This is without a doubt, Eddie Fisher's best LP to date and it oughta be a smashing success. Working with the Hugo Winterhalter orchestra on all the bands, Eddie dishes up a dozen great romantic standards most of which have the word love in the title. They're beautiful recordings, some with an up-beat and the others in the ballad category. The feature that really fascinates this reviewer is the fabulous four-color photo of Fisher on the cover. It's an amazing piece of top grade color photography. Back cover offers five candid shots of Mr. Fisher. The album is as good as sold if anyone sees the front cover. Should be Fisher's biggest selling LP to date. Fisher's performances speak for themselves. They're tops.

"SOFT AND SWEET"—THE THREE SUNS with string Orchestra—RCA Victor LPM—1041 (12" LP)

THERE IS NO GREATER LOVE; A SINNER KISSED AN ANGEL; MOONLIGHT IN VERMONT; THE RIVER SEINE; FLAMINGO; STARS FELL ON ALABAMA; THE TOUCH OF YOUR LIPS; VELVET MOON; AUTUMN NOCTURNE; BLUE ORCHIDS; SKYLARK; IT'S DAWN AGAIN.

There is no doubt that the Three Suns are one of the best small instrumental groups in the country. Seldom can one find a guitar, organ and accordion creating such beautiful music. Place their amazing sound against a lush background, and you have mood music at its best. This is what Victor offers on this LP. The boys also use excellent material, 12 great standards. "Sinner Kissed An Angel" and "Velvet Moon" would make a great single. Mood music that stands out from the run-of-the-mill string-stuff. Great four-color cover photo of a gal in a negligee oughta attract a load of customers, too.

Favorites of DICK CONTINO—Mercury MG 25208 (10" LP)

NIGHTINGALE; ADIOS; CHARMAINE; BEWITCHED; PURPLE ISLANDS; SONG OF THE ISLANDS; TANGO OF THE ROSES; YOU ARE ALWAYS IN MY HEART.

Here is Mercury's first LP with Dick Contino, one of the country's top accordionists. And it's a beautiful piece of wax, indeed. Assisted by a chorus and a rhythm section. Contino wends his way through an octet of his favorites. They're all beautiful standards and are presented in a variety of tempos; latin, jump, and fox trot. Accordion students can learn much from the artist's technique. His fans will love this.

"FLIRTATION WALK"—Robert Farnon and his Orchestra—London LL 1053 (12" LP)

WOULD YOU LIKE TO TAKE A WALK; REFLECTIONS IN THE WATER; IT'S ALWAYS YOU; TWO LITTLE GIRLS IN BLUE; SWEET AND LOVELY; SO DO I; FLIRTATION WALK; BY A WATERFALL; CAN I FORGET YOU; IT'S EASY TO REMEMBER; FLIRTATION WALTZ; DOWN BY THE RIVER; MY FOOLISH HEART; I LOVE A LASSIE.

Robert Farnon an important figure in the development of mood music, as it is called today, is better known in England than he is here in the U. S. But since music has no national boundaries, here's an album that will be enjoyed by all. Fourteen warm and smoothly fashioned standards. On most mood music LPs, the orchestra slows up so much that the dance tempo is entirely lost. Here, however, there are good waltzes and good fox trots. Fine material for a romantic mood.

KERN: Scenario for Orchestra on themes from "Show Boat"—and other selections—Janssen Symphony of Los Angeles—Camden CAL 205 (12" LP)

BARBER: OVERTURE TO SCHOOL FOR SCANDAL; HERRMANN: PIANO CONCERTO FROM "HANGOVER SQUARE"; TANSMAN: SCHERZO: FROM "FLESH AND FANTASY"; RAKSIN: THEME FROM "LAURA" FROM "LAURA."

Werner Janssen conducts the Janssen Symphony of Los Angeles through five beautiful selections that the public has become familiar with and learned to love, thanks to filmdom. These are the background themes which were instrumental in making the above mentioned films top successes. One half of the LP is devoted to "Show Boat," the other portion features four other themes (mentioned above). Forty-five minutes of beautiful music all at the low Camden price. Juicy acquisition for anyone who's just starting to build an LP collection.

"AN EVENING ON BROADWAY"—33 All-Time Hits from Carousel, Show Boat, Oklahoma, South Pacific and others played by Charlie Kunz at the piano —London LL 1134 (12" LP)

The Broadway stage has been a fabulous influence on the entire world. Here, pianist Charlie Kunz relaxes at the keyboard and presents 33 of Broadway's all-time great hits. Side one features selections from "Carousel," a number of Rodgers and Hart tunes, music from "Show Boat" and four numbers from "South Pacific." Side two includes an Oklahoma medley, selection of Richard Whiting hits and the hits of Walter Donalson, Ray Noble, Jerome Kern and others. If you like a solo piano and B'way music, this is for you.

JAZZ

"OLD ROCKIN' CHAIR"—Hoagy Carmichael and his Orchestra—RCA Victor LPT—3072 (1-10"LP)

ROCKIN' CHAIR; GEORGIA ON MY MIND; MOON COUNTRY; BARNACLE BILL THE SAILOR; BESSIE COULDN'T HELP IT; ONE MORNING IN MAY; LAZY RIVER; SING IT WAY DOWN LOW.

An unusual album—a collector's delight. Most of the sides listed above were cut from 1930 to 1934. Tho dated in style and sound, it is of tremendous interest historically. Along with Hoagy, who performs and vocalizes a bit, there are such unforgettables as Bix Beiderbecke, Jimmy Dorsey; Tommy Dorsey, Bud Freeman, Benny Goodman, Gene Krupa, Eddie Lang, Bubber Miley, Jack Teagarden and Joe Venuti.

THE CASH BOX Album Reviews

"BLUES FOR SALE"—Billy Eckstine—EmArcy MG 26025 (10"LP)

IT AIN'T LIKE THAT NO MORE; BLUES FOR SALE; JELLY JELLY; LONG, LONG JOURNEY; LONESOME LOVER BLUES; ALL I SING IS; TELL ME PRETTY BABY; BLUE.

Although today's teen-agers consider Billy Eckstine a master at handling a ballad, few are familiar with his work as a blues singer. Back in '39, Billy was a struggling newcomer. He got his first big job with Earl "Fatha" Hines' band. A few years later, Eckstine formed his own band. This is where this LP picks up his voice. It's an exciting and interesting package of historical value to those interested in the Eckstine career. He sounds so different on the up-beat items, that you can't even tell that it's Billy. Great package for jazz enthusiasts, rhythm and blues fans and Eckstine followers. An LP with wide appeal.

HERE'S ART TATUM—Brunswick Records BL-54004 (1-12" LP)

HONEYSUCKLE ROSE; MOONGLOW; I GOT RHYTHM; BEGIN THE BEGUINE; TEA FOR TWO; STORMY WEATHER; GONE WITH THE WIND; ST. LOUIS BLUES; COCKTAILS FOR TWO; DEEP PURPLE; AFTER YOU'VE GONE; ROSETTA.

The master displays his ample virtuosity at the keyboard with a dozen delectable sides. At times his spectacular technique makes it sound as though two pianos were being played at the same time. He maintains a swinging beat and colorful tone effects plus tickling, rippling fill-ins. Supporting Tatum are Tiny Grimes on the guitar and Slam Stewart on bass.

LIONEL HAMPTON "OH ROCK"—MGM Records E 285 (1-10"LP)

GABBY'S GABBIN; GLADYSEE BOUNCE; GATES STEPS OUT; OH, LADY BE GOOD; KINGFISH; OH, ROCK; SAMSON'S BOOGIE; COOL TRAIN.

More Hampton. Eight sides highlighting the vibe genius of the peppery swingster. The man really drives as indicated by the title, "Oh Rock." More fuel for Hampton fans.

"MEET ME WHERE THEY PLAY THE BLUES" — Period SPL 1106 (1-10" LP)

"ORIGINAL DIXIELAND"—Period SPL 1110 (1-10" LP)

One of the artists most closely associated to the blues and Dixieland, Jack Teagarden, is offered here in a sampling of both by Period Records. One album is devoted to each phase and a better exponent than the trombonist and gravel voiced singer could hardly be found. Devotees of this type of music as well as jazz collectors will do well to listen. With Jack at this session were Fred Greenleaf, trumpet; Kenny Davern, clarinet; Norma Teagarden, piano; Kass Malone, bass and Ray Bauduc, drums.

"BANJO KINGS GO WEST"—Volume 3—Good Time Jazz L-26 (10" LP)

COLUMBUS STOCKADE; STEEL GUITAR RAG; SAN ANTONIO ROSE; YOU ARE MY SUNSHINE; WESTWARD HO; HOME ON THE RANGE; HOME IN SAN ANTONE; PANHANDLE RAG.

Here's a treat for the banjo enthusiast. Music that's interpreted by three of the best in the field. Dick Roberts handles the tenor banjo, Red Roundtree works the plectrum banjo and Ernie Anderson is on the other tenor banjo as they fashion eight exciting numbers. Assisting are Bill Norris on the piano; Ray Leatherwood, bass; Ralph Hansell on drums. Stan Wrightsman and Nick Fatool assist on side two. A good selection of songs known the world over mixed with some more recent tunes that could be classed as country music. Great pickin'.

CLASSICAL

DVORAK "Concerto in B Minor for 'Cello and Orchestra"—Capitol Records P 8301—(1-12" LP)

Andre Navarra, 'Cello—New Symphony Orchestra of London conducted by Rudolph Schwarz.

Andre Navarra emerges from this session covered with glory. His sensitive cello playing of the Dvorak "Concerto for Cello" is brilliant. Filled with warmth, depth and tonal effects, the 'cello, at the hands of Navarro, is accorded full honors as a solo instrument. The orchestra fulfills its function admirably under the baton of Rudolf Schwartz. The beautiful concerto is given a fine all-around performance and should be well received.

FRANK "SYMPHONY IN D MINOR"—RCA Victor LM-1852 (1-12" LP)

Guido Cantelli conducts the NBC Symphony

The most popular of Franck's works is offered here under the able baton of Guido Cantelli. Cantelli guides the NBC Symphony through the brooding emotions and dramatic themes with obvious affection and awareness of its moods and colorations. Cantelli, who has been in New York at Carnegie Hall most of his winter season, has been growing in reputation and should be well received. However, there are several good recordings on the market which offer competition.

RACHMANINOFF—"Concerto No. 2 in C Minor"—Capitol P8302 (1-12" LP)

Leonard Pennario, piano. The St. Louis Symphony Orchestra, Vladimir Golschmann, conducting.

One of the most popular piano concertos is the offering of Leonard Pennario, young pianist. Pennario is gentle and delicate as he fashions the melancholy feathery melody. He plays with warmth, love and technical perfection. It is a fine release that will meet the most exacting demands of the buying public. Vladimir Golschmann conducts the St. Louis Symphony Orchestra with all the knowledge and affection that comes from a long association with the work.

FAMOUS TENOR ARIAS—Cesare Valletti—Cetra 50176 (1-12" LP)

TU CHE A DIO, TOMBE DEGLI AVI MIEI-DONIZETTI "LUCIA DE LAMMERMOOR" IL MIO TESORO INTANTO, DALLA SUA PACE-MOZART "DON GIOVANNI" POURQUOI ME REVEILLER, O NATURE-MASSENET "WERTHER" LA REVE, AH! FUYEZ, DOUCE IMAGE-MASSENET "MANON"

Cesare Valletti, one of the world's leading tenors, sings excerpts from four operas listed above. His emotional and fluid singing fulfill all the requirements of the beautiful arias. His pure tone will delight opera followers. Those who prefer to buy the melodic highlights of operas will find this a powerful attraction.

My Sincere Gratitude . . . Ops!

FRANKIE LAINE

Current Columbia release

"COOL WATER"

and

"STRANGE LADY IN TOWN"

Columbia 40457

COLUMBIA RECORDS

GAC GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO • BEVERLY HILLS
CINCINNATI • DALLAS • LONDON

THE CASH BOX Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys thraughaut the natian for the week ending March 26 withaut any changes on the part of THE CASH BOX.

Ray Schreiner
WRNL—Richmond, Va.

1. Dance With Me Henry (Gibbs)
2. How Important Can It Be (Joni James)
3. Play Me Hearts And Flowers (Johnny Desmond)
4. I Love You Madly (4 Coins)
5. The Heel (Eartha Kitt)
6. A Man Chases A Girl (Fisher)
7. You're Mine (Fontanes)
8. It May Sound Silly (McGuires)
9. That's All I Want (P. Morgan)
10. Davy Crockett (Bill Hayes)

Bill Silbert
WABC—New York, N. Y.

1. How Important Can It Be (Joni James)
2. Davy Crockett (Bill Hayes)
3. Blue Mirage (Marterie/Lombardo)
4. Cherry Pink (Alan Dean)
5. Wedding Bells (Lester/Fisher)
6. Hearts And Flowers (Johnny Desmond)
7. Rock Love (Fontanes)
8. It May Sound Silly (McGuires)
9. All Of You (Sammy Davis, Jr.)
10. Two Hearts (DeMarcos)

Robin Seymour
WKMH—Dearborn, Mich.

1. Unchained Melody (Hibbler)
2. Pledging My Love (J. Ace)
3. Please Have Mercy (B. Paul)
4. Dance With Me Henry (Gibbs)
5. Foolishly (3 Chuckles)
6. No Chance (Cadillacs)
7. Dixie Danny (Lauries)
8. Sweet Brown-Eyed Baby (Ames Bros.)
9. Door Of Dreams (Perry Como)
10. A Present For Bob (DeJohns)

Andy Bell
KSKY—Dallas, Tex.

1. How Important Can It Be (Joni James)
2. Tell It To Me Again (Cherry)
3. I Belong To You (Flanagan)
4. Lifetime Sweetheart (Como)
5. Unsuspecting Heart (S. Gale)
6. Finger Of Suspicion (Froman)
7. Davy Crockett (Tennessee Ernie)
8. It May Sound Silly (McGuires)
9. Melody Of Love (Four Aces)
10. The Fish (Mindy Carson)

Jack Karey
WCFL—Chicago, Ill.

1. Davey Crockett (Bill Hayes)
2. Dance With Me, Henry (Georgia Gibbs)
3. Maleguena (Caterina Valente)
4. Cherry Pink (Perez Prado)
5. Open Up Your Heart (Cowboy Church Sunday School Choir)
6. Wedding Bells (Lester/Fisher)
7. Play Me Hearts And Flowers (Johnny Desmond)
8. Blue Mirage (F. Chacksfield)
9. Foolishly (Vic Damone)
10. All Of You (S. Davis, Jr.)

John Michaels
WOKY—Milwaukee, Wisc.

1. Davy Crockett (Bill Hayes)
2. Pledging My Love (4 Lads)
3. Everlovin' (Patti Page)
4. Lifetime Sweetheart (Como)
5. Blue Mirage (R. Marterie)
6. It May Sound Silly (McGuires)
7. Honestly (Kitty Kallen)
8. Foolishly (3 Chuckles)
9. Ko Ko Mo (Crewcuts)
10. There Goes My Heart (4 Aces)

Jay McMaster
WMEX—Boston, Mass.

1. I Wanna Hug Ya, Kiss Ya, Squeeze Ya (Bill Williams)
2. Sand And The Sea (Nat Cole)
3. I'm Sincere (Joe Barrett)
4. Foolishly (Vic Damone)
5. It May Sound Silly (McGuires)
6. A Man Chases A Girl (Fisher)
7. Davy Crockett (Bill Hayes)
8. Dance With Me Henry (Gibbs)
9. Beyond The Stars (Whitfield)
10. Cherry Pink (Alan Dale)

Durham Caldwell
WGAW—Gardner, Mass.

1. Tweedlee Dee (G. Gibbs)
2. Where Will The Dimple Be (Rosemary Clooney)
3. Crazy Otto (Johnny Madox)
4. Davy Crockett (Bill Hayes)
5. How Important Can It Be (Joni James)
6. I'm Bewildered (DeCastros)
7. Everlovin' (Patti Page)
B. Blue Mirage (F. Chacksfield)
9. Malaguena (Caterina Valente)
10. There Goes My Heart (4 Aces)

Lon Dennis
WCOV—Lewiston, Me.

1. Davy Crockett (Bill Hayes)
2. Crazy Otto (Johnny Maddox)
3. How Important Can It Be (James/Vaughan)
4. It May Sound Silly (McGuires/Farrell)
5. Begin The Beguine March (Richard Maltby)
6. I'm Sincere (Joe Barrett)
7. Dance With Me Henry (Gibbs)
B. When I Let You Go (J. Vale)
9. Sincerely (McGuires)
10. Sand And The Sea (Nat Cole)

Al Ross
WBAL—Baltimore, Md.

1. Davy Crockett (Bill Hayes)
2. Melody Of Love (B. Vaughn)
3. Ko Ko Mo (Perry Como)
4. Wedding Bells (E. Fisher)
5. The Fish (Mindy Carson)
6. Hearts Of Stone (Fontanes)
7. Earth Angel (Crewcuts)
8. Sincerely (McGuires)
9. There Goes My Heart (4 Aces)
10. Open Up Your Heart (Cowboy Church Choir)

Ray Perkins
KIMN—Denver, Colo.

1. Davy Crockett (Bill Hayes)
2. Melody Of Love (4 Aces)
3. Sincerely (McGuires)
4. Tweedlee Dee (G. Gibbs)
5. Crazy Otto (Johnny Maddox)
6. Earth Angel (Crewcuts)
7. Ko Ko Mo (Crewcuts)
8. How Important Can It Be (Joni James)
9. Hearts Of Stone (Fontanes)
10. Where Will The Dimple Be (Rosemary Clooney)

Bob "Coffeehead" Larsen
WEMP—Milwaukee, Wisc.

1. Davy Crockett (Fess Parker)
2. Malaguena (Caterina Valente)
3. Crazy Otto (Johnny Maddox)
4. Tweedlee Dee (G. Gibbs)
5. Dreamboat (McDonnell)
6. How Important Can It Be (Joni James)
7. Danger, Heartbreak Ahead (Jaye P. Morgan)
B. You Can't Hardly Get Them No More (Hi-Lo's)
9. Begin The Beguine March (Richard Maltby)
10. I've Got A Sweetie (Stafford)

Frank Darien
KSJO—San Jose, Calif.

1. How Important Can It Be (Joni James)
2. Tweedlee Dee (Lancers)
3. Melody Of Love (Four Aces)
4. Davy Crockett (Rusty Draper)
5. Ko Ko Mo (Perry Como)
6. Sincerely (McGuires)
7. Hearts Of Stone (Fontanes)
8. Pledging My Love (T. Brewer)
9. That's All I Want (Morgan)
10. Earth Angel (Crewcuts)

Stan Roberts
WARK—Hagerstown, Md.

1. Davy Crockett (Hayes/Ford)
2. Open Up Your Heart (Cowboy Church Choir)
3. Melody Of Love (B. Vaughn)
4. Crazy Otto (Johnny Maddox)
5. Earth Angel (Crewcuts)
6. How Important Can It Be (Joni James)
7. Sincerely (McGuires)
B. Pledging My Love (Brewer)
9. Ko Ko Mo (Perry Como)
10. Tweedlee Dee (G. Gibbs)

Jim Lowe
WRR—Dallas, Tex.

1. Two Hearts (Pat Boone)
2. Davy Crockett (W. Schumann)
3. It May Sound Silly (McGuires)
4. Crazy Otto (Johnny Maddox)
5. Rock Love (Fontanes)
6. The Heel (Eartha Kitt)
7. How Important Can It Be (Jack Smith)
B. Elephants Tango (Commanders)
9. Plantation Boogie (L. Dee)
10. Rusty Old Halo (M. Jackson)

Lonnie A. Licata
KOSI—Denver, Colo.

1. Sincerely (McGuires)
2. Davy Crockett (W. Schumann)
3. Tweedlee Dee (Lavern Baker)
4. Crazy Otto (Johnny Maddox)
5. Where Will The Dimple Be (Rosemary Clooney)
6. Open Up Your Heart (Cowboy Church Choir)
7. Pledging My Love (T. Brewer)
8. A Man Chases A Girl (Fisher)
9. Dance With Me Henry (Gibbs)
10. Boom Boom Boomerang (DeCastros)

Ra!ph Phillips
WFBR—Baltimore, Md.

1. Davy Crockett (Bill Hayes)
2. Crazy Otto (Johnny Maddox)
3. How Important Can It Be (Joni James)
4. Tweedlee De (Georgia Gibbs)
5. Melody Of Love (B. Vaughn)
6. Sincerely (McGuires)
7. Dance With Me Henry (Gibbs)
8. Ko Ko Mo (Perry Como)
9. Ling, Ting, Tong (5 Keys)
10. Rock Love (Fontanes)

Norman Hall
Triangle Radio Network, Boonville, Ind.

1. No More (DeJohns)
2. Melody Of Love (B. Vaughn)
3. Blue Mirage (R. Marterie)
4. Tweedlee De (G. Gibbs)
5. Sincerely (McGuires)
6. Unsuspecting Heart (Stevens)
7. How Important Can It Be (Joni James)
8. Ko Ko Mo (Crewcuts)
9. Darlin' (Hilltoppers)
10. A Present For Bob (DeJohns)

Lou German
WHEC—Rochester, N. Y.

1. Davy Crockett (W. Schumann)
2. Crazy Otto (Johnny Maddox)
3. Ko Ko Mo (Crewcuts)
4. How Important Can It Be (Joni James)
5. Cherry Pink (Perez Prado)
6. Darling, Je Vous (Nat Cole)
7. Danger, Heartbreak Ahead (Jaye P. Morgan)
B. Tweedlee Dee (Lancers)
9. Play Me Hearts And Flowers (Johnny Desmond)
10. Sincerely (McGuires)

Jerry Kaye
WTIX—New Orleans, La.

1. Anxious Heart (Four Coins)
2. Ko Ko Mo (Perry Como)
3. Sincerely (McGuires)
4. Melody Of Love (Four Aces)
5. I Love You Madly (4 Coins)
6. Hearts Of Stone (Fontanes)
7. Maybe (Four Coins)
B. Crazy Otto (Johnny Maddox)
9. I Believe (Roy Hamilton)
10. No More (DeJohns)

Dick Doty
WHAM—Rochester, N. Y.

1. Melody Of Love (Vaughn/Carroll)
2. It May Sound Silly (McGuires)
3. Crazy Otto (Johnny Maddox)
4. Davy Crockett (Hayes/Draper)
5. Too Much In Love (A. Dean)
6. Tweedlee Dee (G. Gibbs)
7. How Important Can It Be (Lou Monte)
B. Show Me The Way To Forget You (Lorry Raine)
9. Sincerely (McGuires)
10. A Man Chases A Girl (Fisher)

THE CASH BOX Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending March 26 without any changes on the part of THE CASH BOX.

Warren Stamper
WEBK—Tampa, Fla.

1. Sincerely (McGuires)
2. Earth Angel (Crewcuts)
3. Melody Of Love (Sinatra/Anthony)
4. Pledging My Love (4 Lads)
5. Hearts Of Stone (Fontanes)
6. How Important Can It Be (Connee Boswell)
7. Ko Ko Mo (Perry Como)
8. That's All I Want (J. Morgan)
9. No More (McGuires)
10. Song In Blue (Paul & Ford)

Hy Davis
WAIP—Prichard, Mobile, Ala.

1. How Important Can It Be (Lou Monte)
2. Rusty Old Halo (M. Jackson)
3. Blue Mirage (Faith/Lombardo)
4. I Wanna Hug Ya, Kiss Ya, Squeeze Ya (Lou A. Simms)
5. Rock Love (Fontanes)
6. Davy Crockett (Hayes/Parker)
7. Dance With Me Henry (Gibbs)
8. There Goes My Heart (4 Aces)
9. Unchained Melody (Hibbler)
10. Play Me Hearts And Flowers (Johnny Desmond)

Jack Stant
WJET—Erie, Pa.

1. Sincerely (McGuires)
2. Ko Ko Mo (Perry Como)
3. No More (DeJohns)
4. Melody Of Love (B. Vaughn)
5. How Important Can It Be (Joni James)
6. Hearts Of Stone (Fontanes)
7. Darling, Je Vous (Nat Cole)
8. Davy Crockett (W. Schumann)
9. Pledging My Love (Brewer)
10. A Present For Bob (DeJohns)

Bob Sticht
WMPS—Memphis, Tenn.

1. Ko Ko Mo (Perry Como)
2. Melody Of Love (B. Vaughn)
3. Earth Angel (Crewcuts)
4. Hearts Of Stone (Fontanes)
5. Tweedlee Dee (G. Gibbs)
6. Sincerely (McGuires)
7. How Important Can It Be (Joni James)
8. Rusty Old Halo (M. Jackson)
9. Mambo Rock (Bill Haley)
10. Where Will The Dimple Be (Rosemary Clooney)

Jack Clifton
WCUE—Akron, Ohio

1. Davy Crockett (Bill Hayes)
2. Dance With Me Henry (Gibbs)
3. Pledging My Love (Johnny Ace)
4. Plantation Boogie (L. Dee)
5. Melody Of Love (B. Vaughn)
6. Two Hearts (Pat Boone)
7. The Medic (Victor Young)
8. Unchained Melody (Hibbler/Liberace/Baxter)
9. Tweedlee Dee (G. Gibbs)
10. Open Up Your Heart (Cowboy Church Choir)

John MacShane
KMPC—Los Angeles, Calif.

1. Malaguena (Caterina Valente)
2. How Important Can It Be (Joni James)
3. That's All I Want (Morgan)
4. Ko Ko Mo (Perry Como)
5. Darling, Je Vous (Nat Cole)
6. Davy Crockett (Bill Hayes)
7. It May Sound Silly (McGuires)
8. Melody Of Love (Diamond)
9. Crazy Otto (Johnny Maddox)
10. There Goes My Heart (4 Aces)

Maurice Jackson
WVKO—Columbus, Ohio

1. Melody Of Love (D. Carroll)
2. Tweedlee Dee (G. Gibbs)
3. Davy Crockett (Bill Hayes)
4. How Important Can It Be (Sarah Vaughan)
5. That's All I Want (Morgan)
6. Sand And The Sea (Nat Cole)
7. It May Sound Silly (Farrell)
B. Cherry Pink (Perez Prado)
9. The Medic (Les Baxter)
10. Ko Ko Mo (Perry Como)

Donn Tibbetts
WMUR—Manchester, N. H.

1. Sincerely (McGuires)
2. Too Much In Love (A. Dean)
3. Ko Ko Mo (Crewcuts/Como)
4. How Important Can It Be (Joni James)
5. Earth Angel (Crewcuts)
6. Davy Crockett (Bill Hayes)
7. Rock Love (Fontanes)
B. Blue Mirage (F. Chacksfield)
9. No More (DeJohns)
10. Make Yourself Comfortable (Andy Griffith)

Mort Nusbaum
WBBF—Rochester, N. Y.

1. Melody Of Love (D. Carroll)
2. All Of You (S. Davis, Jr.)
3. Make Yourself Comfortable (Sarah Vaughan)
4. How Important Can It Be (Lou Monte)
5. Darling Je Vous (Nat Cole)
6. Man Chases A Girl (E. Fisher)
7. Let's Stay Home Tonight (Julius La Rosa)
8. Sand And The Sea (Nat Cole)
9. That's All I Want (J. Morgan)
10. No More (DeJohns)

Lou Barile
WKAL—Rome, N. Y.

1. Earth Angel (Penguins)
2. Pledging My Love (T. Mara)
3. Dance With Me Henry (Gibbs)
4. It May Sound Silly (McGuires)
5. Melody Of Love (Four Aces)
6. Darlin' (Hilltoppers)
7. Rock Love (Fontanes)
B. Danger, Heartbreak Ahead (Jaye P. Morgan)
9. Sincerely (McGuires)
10. Two Hearts (Pat Boone)

Paul Flanagan
WTRY—Troy, N. Y.

1. Davy Crockett (B. Hayes)
2. Play Me Hearts And Flowers (Johnny Desmond)
3. Earth Angel (Penguins)
4. Honey Babe (Art Mooney)
5. Pledging My Love (Johnny Ace)
6. Melody Of Love (Four Aces)
7. Tweedlee Dee (G. Gibbs)
8. Cherry Pink (Alan Dean)
9. Crazy Otto (Johnny Maddox)
10. Darling, Je Vous (Nat Cole)

Arty Kay
WVLK—Lexington, Ky.

1. Melody Of Love (D. Carroll)
2. Earth Angel (Crewcuts)
3. Open Up Your Heart (Cowboy Church Choir)
4. I Gotta Go Get My Baby (Teresa Brewer)
5. Ko Ko Mo (Perry Como)
6. Pledging My Love (J. Ace)
7. Davy Crockett (Tennessee Ernie)
8. That's All I Want From You (Jaye P. Morgan)
9. No More (DeJohns)
10. Make Yourself Comfortable (Sarah Vaughan)

Ed McKenzie
WXYZ—Detroit, Mich.

1. Davy Crockett (Hayes/Parker)
2. Cherry Pink (Perez Prado)
3. Lazy Gondolier (Mantovani)
4. Dixie Danny (Lauries)
5. Unchained Melody (Hibbler)
6. Dance With Me Henry (Gibbs)
7. Melancholy Baby (C. Otto)
8. It May Sound Silly (McGuires)
9. Blue Mirage (Ralph Marterie)
10. I've Got A Sweetie (Stafford)

Bill Previtti
KDEF—Albuquerque, New Mexica

1. Ko Ko Mo (Perry Como)
2. Melody Of Love (Four Aces)
3. How Important Can It Be (Joni James)
4. Sincerely (McGuires)
5. Cherry Pink (Perez Prado)
6. Davy Crockett (Bill Hayes)
7. Tweedlee Dee (G. Gibbs)
8. Blue Mirage (R. Marterie)
9. Sand And Sea (Nat King Cole)
10. Earth Angel (Penguins)

Jim Stanley
WGH—Norfolk, Va.

1. Crazy Otto (Johnny Maddox)
2. Sincerely (McGuires)
3. Ko Ko Mo (Perry Como)
4. How Important Can It Be (Joni James)
5. Tweedlee De (Georgia Gibbs)
6. Danger, Heartbreak Ahead (Jaye P. Morgan)
7. Melody Of Love (B. Vaughn)
8. Earth Angel (Crewcuts)
9. Davy Crockett (Bill Hayes)
10. Rock Love (Fontanes)

Frank Pollack
KOOL—Phoenix, Ariz.

1. Darling, Je Vous (Nat Cole)
2. Why Should I Cry Over You (Frank Sinatra)
3. How Important Can It Be (Joni James)
4. Pledging My Love (Louis Armstrong)
5. All Of You (Mel Torme)
6. I Belong To You (Peggy Lee)
7. Nobody (Perry Como)
8. Davy Crockett (Bill Hayes)
9. Blue Mirage (R. Marterie)
10. Java Jive (Jackie Paris)

Eddie Newman
WDAS—Philadelphia, Pa.

1. Mambo Rock (Bill Haley)
2. Sincerely (McGuires)
3. Tweedlee Dee (G. Gibbs)
4. How Important Can It Be (Joni James)
5. Davy Crockett (Bill Hayes)
6. Crazy Otto (Johnny Maddox)
7. Melody Of Love (B. Vaughn)
8. Cherry Pink (Alan Dale)
9. Hearts Of Stone (Fontanes)
10. That's All I Want (P. Morgan)

Johnny Morris
KSTP—St. Paul, Minn.

1. Sincerely (McGuires)
2. Melody Of Love (Four Aces)
3. Wedding Bells (F. Lester)
4. Danger, Heartbreak Ahead (Jaye P. Morgan)
5. Malaguena (Caterina Valente)
6. Blue Mirage (Ralph Marterie)
7. Tweedlee Dee (G. Gibbs)
8. No More (DeJohns)
9. How Important Can It Be (Joni James)
10. Just A Man (Tony Martin)

Wayne Stitt
WHB—Kansas City, Mo.

1. Crazy Otto (Johnny Maddox)
2. It's A Sin To Tell A Lie (Something Smith)
3. Davy Crockett (T. Ernie Ford)
4. Pledging My Love (Johnny Ace)
5. Darling, Je Vous (Nat Cole)
6. Mambo Rock (Bill Haley)
7. Earth Angel (Penguins)
8. How Important Can It Be (Joni James)
9. Rock Love (E. Fontaine)
10. Cherry Pink (Prado Perez)

Russ Coglin
KROW—Oakland, Calif.

1. Tweedlee Dee (G. Gibbs)
2. How Important Can It Be (Joni James)
3. That's All I Want (P. Morgan)
4. Davy Crockett (Bill Hayes)
5. A Man Chases A Girl (Fisher)
6. Sincerely (McGuires)
7. Malaguena (Caterina Valente)
8. Ko Ko Mo (Crewcuts)
9. The Fish (Mindy Carson)
10. No More (DeJohns)

Jack McDermott
WLYN—Lynn, Mass.

1. How Important Can It Be (Joni James)
2. Davy Crockett (Bill Hayes)
3. Crazy Otto (Johnny Maddox)
4. Pledging My Love (Johnny Ace)
5. Ookey Ook (Penguins)
6. Give A Fool A Chance (Eydie Gorme)
7. Dance With Me Henry (Gibbs)
8. I'm Sincere (Joe Barrett)
9. Keep Me In Mind (P. Page)
10. Melody Of Love (D. Carroll)

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Sarah Vaughan

"WHATEVER LOLA WANTS"

MERCURY 70595

The greatest record Sarah's ever done.
A guaranteed smash hit!

Ruth Brown

"BYE BYE YOUNG MEN"

ATLANTIC 1051

Thanks for voting me "Most Programmed Female Vocalist of 1954"

The Drifters

"WHAT'CHA GONNA DO"

ATLANTIC 1055

Coming up and headed for the number one spot.

The Four Guys

"SAY YOU DO"

MERCURY 70575

. . . "Terrific" says The Cash Box

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GEORGE TREADWELL 1650 Broadway, New York City, N. Y.

RCA Victor Announces "Miss Juke Box" Finalists; Ops To Choose Winner At MOA Convention

NEW YORK—RCA Victor has just announced the three finalists in its "Miss Juke Box of 1955" contest. One of the girls will be selected at the MOA on Tuesday, March 29, to carry the coveted title. The finalists are:

Sonny Graham, a twenty-eight-year-old from the Bronx. She used to sing with a group called the Rhythmettes.

Ginny Dennis used to sing under the name Virginia Maxey with such bands as Charlie Barnet's, Tony Pastor's and Bobby Byrnes'. She also was with the Modernaires and the Pied Pipers. She was born in Indianapolis.

Kay Malone, from Beverly Hills, Cal., was born in New Orleans. Both her parents did a song and dance act in show business. She sings in several languages.

All three girls will be in Chicago for the final judging. Coin-operators will meet the candidates and hear their recordings at the MOA convention. The winner will receive an RCA Victor recording contract and her sponsor will receive an RCA Victor 21" Color TV set. The other two candidates will be awarded RCA Victor "New Orthophonic" High Fidelity "Victorola" phonographs.

All entries were submitted to Victor by coin-machine operators. The finalists were chosen by judges Bob Austin of The Cash Box, Paul Ackerman of The Billboard, Herm Schoenfeld of Variety and Hugo Winterhalter, pinch hitting for Joe Carlton who was called to the west coast.

Kohn Brothers Form Barclay Records

NEW YORK—A new record company to be known as Barclay Records, was formed last week by Roy and Al Kohn.

The label's first release, due April 13th, will feature Bob Jaxon, a new male vocal find. Plans are being completed for future releases which will feature lush instrumentals, a vocal group, and a girl singer in addition to Bob Jaxon.

Barclay Records will keep to the pop field only.

Long established in their respective fields, Roy will handle promotion and All will handle the arrangements and musical direction.

Barclay Records is a subsidiary of Alroy Music Company, Inc. located in New York City.

E. R. Lewis To Paris

NEW YORK—E. R. Lewis, president of London Records and English Decca Records, flew to Paris last Thursday, just to see the rugby football final match between France and Wales. He flew to Paris from New York and expects to return to London's New York offices on Monday morning, March 28th.

Arrival

NEW YORK—Harvey Geller, promotion manager of Joy Music, last week became the proud papa of a baby girl named Alix Jody. This is his second child.

Capitol Debut

HOLLYWOOD, CALIFORNIA—Bunny Paul, Detroit favorite who joined the Capitol Record ranks recently is shown here in her first recording session of "Please Have Mercy" backed with "These Are The Things We'll Share." With her in the Hollywood studios of the company are Dave Dexter (center) repertoire man and Paul Smith, jazz pianist.

Mr. Operator:

"WHAT WOULD I DO (WITHOUT YOU)"

SO TRUE! Dot Records 15224

Sung by Lorry in U-I short "Champ Butler Sings"

"SHOW ME THE WAY TO FORGET YOU" 2 DD* fine sides "TALK IT OVER WITH YOUR HEART"

LORRY RAINE—DOT RECORDS

Mgt. TIM GAYLE, 3912 Blue Canyon Dr., North Hollywood, Calif.
SUnset 3-0196

* Double Dimes!

Top Tenners

LAS VEGAS, NEV.—The Crewcuts, playing the El Rancho Vegas this city, were visited by fellow Mercury artists, Georgia Gibbs and David Carroll. Between them, they have four tunes in the top ten. The Crewcuts are hot with "Ko Ko Mo" and "Earth Angel"; Her Nibs has "Tweedlee Dee" and is well on her way toward another top tenner with "Dance With Me Henry"; and David Carroll is selling a bundle with his "Melody Of Love". They're holding the famous Las Vegas silver dollars.

Meeting Dates Of Music Operators' Associations

Apr. 4—United Music Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.

4—California Music Merchants' Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.

5—Arizona Music Guild, Phoenix Chapter #1
Place: 1738 West Van Buren, Phoenix, Ariz.

5—Amusement Machine Assn. of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.

5—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).

7—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General)

7—California Music Merchants' Assn.
Place: Sacramento Hotel, Sacramento, Calif.

7—Eastern Ohio Phonograph Operators' Assn.
Place: Tod Hotel, Youngstown, Ohio (General)

12—California Music Merchants' Assn.
Place: Fresno Hotel, Fresno, Calif.

12—Western Massachusetts Music Guild
Place: Ivy House, W. Springfield, Mass.

13—California Music Merchants' Assn.
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.

13—New York State Operators' Guild
Place: Governor Clinton Hotel, Kingston, N. Y.

14—California Music Merchants' Assn.
Place: U. S. Grant Hotel, San Diego, Calif.

18—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

21—Eastern Ohio Phonograph Operators' Assn.
Place: 1310 Market Street, Youngstown, Ohio (executive board).

25—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.

June 4 & 5—Nebraska Automatic Phonograph Operators' Assn.
Place: Beatrice, Neb.

MOVIE SONGS ARE MONEY SONGS

After a long hiatus, movies have at last come back into their own as far as the music industry is concerned. For much too long a time, songs from movies were dormant as far as general popularity went. But then themes from motion pictures began to be recorded as instrumentals and they caught on with a great deal of strength.

Today any time you look at a list of the top records in the country, motion picture songs are always represented. In the last year, the following picture tunes made noise: "The High And The Mighty", "Three Coins In The Fountain", "Smile", "Hold My Hand", "Cherry Pink And Apple Blossom White" and "Unchained Melody".

It's not too hard to judge why movie songs should have such a great chance with the public. Everywhere the picture is being played the song is being plugged.

As a matter of fact, in one recent case it was possible to follow minutely the promotional effect of a film. The song was "Hold My Hand" recorded by Don Cornell and it was used as an integral part of the theme of the film "Susan Slept Here". When the record first came out, there wasn't an everwhelming reaction to it. But in each city that the picture played, sales immediately spurted. This happened clear across the country so that the cumulative effect was to make the disk one of the nation's top sellers.

As far as juke box operators are concerned, it is extremely important to keep track of what musicals are playing a particular locality and to make sure that the machines there have the songs from the film. For it has been found over and over again that people who have seen a movie and enjoyed the music in it, want to play that music when they see it in a juke box.

This holds true not only for big musicals, but for any picture in which a musical theme is involved. Some of our biggest records in the past year have come from non-musical films with a haunting theme melody which was exploited on records.

And the record business can also take pride in the fact that, just as a picture helps to promote a song, so can a record help to promote a picture. There's no doubt that several recordings of a particular movie theme being played on juke boxes and on the air help to make people want to see that picture. A striking example was "Three Coins In The Fountain" which was definitely helped by the great recordings of the song.

But as far as the music industry is concerned movie songs have once again come to mean money songs. Operators who are wise enough to take advantage of this, will profit both in terms of good will and increased play.

Buddy Robbins Named To Columbia Pictures Music Post

NEW YORK — Columbia Pictures Music Corporation announced last week the appointment of Buddy Robbins to the post of general professional manager. In his new position Robbins will act as liaison man with Columbia Pictures and the various record companies as well as play an active role in the promotion of the songs from Columbia films published by Columbia Pictures Music.

Recently Robbins was associated with United Artists and was active in the promotion of the music from such films as "The Barefoot Contessa," "Vera Cruz" and "Marty." Prior to that he was general professional manager for J. J. Robbins Music and George Paxton Music.

Self-Promotion Campaign

NEW YORK—Hank Barnett, new pop ballad singer on the Dot Label, is taking no chances. He recognizes the fact that he has to stimulate the men in the business to get them to plug him through to the public.

"A performer can't squawk if the public doesn't accept him. That's the idea of show business, but it's only too often that the people in the business itself either make or break a performer", explains Hank.

So Hank is starting a self-promotion campaign whereby he will attempt to draw a direct reaction from the public in a small city. By means of continuous newspaper advertising, he expects to assemble a listening audience. With the help of local dee jays in this small city he hopes to get his record aired often. Listeners will be asked to call the station collect and offer their opinion of Hank's recordings. Barnett will foot the bill for all the collect call.

Ella Into Fairmont Hotel

HOLLYWOOD—Following a smash debut engagement at Mocambo, where she is currently being held over, Ella Fitzgerald moves into the Fairmont Hotel in San Francisco for three weeks on April 5.

The Fitzgerald talents have heretofore been confined to jazz concerts and clubs.

Playback

HOLLYWOOD — Toni Harper listens to tape playbacks with Key Records prexy Vick Knight at first session of the new coast label. Toni's initial sides, scored and conducted by Henry Russell with the Mellomen, featuring Thurl Ravenscroft, were released last week.

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MOA MEET

Thanks for Making
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Biggest and Best.

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BOB FIELD
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featuring great voice of JIMMY SACCA
"THE DOOR IS STILL OPEN"
"TEARDROPS FROM MY EYES"
DOT # 15351
2. THE FONTANE SISTERS
"MOST OF ALL"
"PUT ME IN THE MOOD"
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Ballads, Rhythm & Blues, Hillbilly, Religious and Novelties. Desires professional recording—publishing connections. Will send lead demo material on request. BOX NO. 402, c/o THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO, ILL.

AIR MAIL SUBSCRIPTION
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THE CASH BOX RHYTHM N' BLUES Ramblings

NEW YORK:

The March 19 issue of the Pittsburgh Courier carries a story by Alan Freed (WINS-New York) that should be read by all. Alan comes to full grips with the know-nothings who have been taking pot shots at rhythm and blues and rock and roll records which have catapulted into such prominence these past six months. Freed recalls the attacks such musicians as **Paul Whiteman, Earl Fuller, Fletcher Henderson, Benny Moton** and others faced in the early twenties. He points his spotlight at the severe raps aimed at such artists as **Benny Goodman** and **Count Basie.** Alan defies rock and roll detractors with the statement "The Big Beat has arrived." "The Big Beat in American Music, which had surely become the great new 'swing' and dance era for today's teenage generation, as well as for their parents, has finally burst loose on the popular music horizon." Freed caustically takes issue with stories that blame rock and roll music for everything but the Chinese Red situation. The dynamic jockey, who has become a national figure through his part in the rise of rhythm and blues music, points witheringly to so many of the pop tunes whose lyrics are certainly not in the best taste. Alan says, "not one old timer in the music business, with whom we've talked, can recall any criticism that was ever directed against these suggestive and offensive 'leerics'." Freed favors a screening or self-policing of all lyrics and titles at each level of the music business. "The publishers, the A and R men, the disk jockeys and program directors of radio and TV stations have a definite responsibility to the American public and especially to the youth of America, and all should insist that offensive, suggestive and double entendre lyrics from each and every segment of the music industry should be kept off the air.

ALAN FREED
(WINS—New York)

We at WINS audition each and every record and if either **Bob Smith,** program director of WINS, or I feel that the title or the lyrics of a song are even in the least bit doubtful and in bad taste, then that record is cast aside and is never heard on a 'WINS Rock 'N' Roll' program." Freed points to the many letters he receives from parents, high school principals and music teachers, high school and college students, civic workers, officials of PTA organizations and others protesting the attacks. **The Cash Box** is certainly against the indiscriminate tarring of the entire industry and a particular kind of music. Many months ago we called the attention of the industry to the danger of dirty lyrics. Several records with suggestive lyrics had run through sensational pressings and as a result we saw an increase in the number of releases of that nature. We fortunately passed through that threatening period. For the most part the responsible record manufacturers made sure their releases would not be considered objectionable and what could have seriously injured the rhythm and blues business soon became a thing of the past. It is ironic that at this point, when lyrics need fear nothing from exposure, that they should become the subject of ridicule, abuse and slander. . . . **Hy Siegel,** holding down the fort at Apollo Records, informs us that "That's All" by the **Casanovas** is taking hold nicely. He also advises us to keep our eyes on "My Angel" by **Miriam Grate and the Dovers,** to be released soon. **Bess** and **Ike Berman** are down in Florida where Bess is building up her strength. . . . **Lee Magid** really riding high. **Varetta Dillard** hitting big with "Johnny Has Gone" and now comes Al Hibbler with "Unchained Melody." Latter deck has taken off with every indication of becoming a hit. **Roy Hamilton** has also cut the tune, and though Roy's is the later version, it should be a good race for top honors. . . . Steve Ross (WLEE-Richmond, Va.) can take a great big bow for kicking off the new Savoy "Don't Be Angry" by **Nappy Brown,** says Joe Sinsheimer of Allen Distributing, of Richmond. Steve's show is on from 11:05 to midnite nightly. . . . Herald Record has a real sleeper in "Story Untold" by **The Nutmegs.** The boys come up with a solid sound that could mean strong sales. Herald is also happy with the action starting on **Faye Adams'** "My Greatest Desire." . . . The third and final dance in the current B'nai Brith series was held at P.S. 65, 197th St. and Columbus Ave., upper Manhattan last Monday, March 21. On hand to delight the kids were Noro Morales, RCA Victor star; The Mambo Aces, fabulous dance team; and **The Harptones,** Bruce Record group which has had so many r & b hits. **Dick Sugar,** disk jockey at WEVD-New York, who MC'd the affair, raved about the wholesome impact these stars had on the youngsters. Dick gives so wholeheartedly of his time to keep the kids on the right track that he deserves a special commendation. Also those wonderful artists who take time out from their busy schedule to entertain and mingle with the boys and girls—with no compensation for themselves other than the warm glow of satisfaction. . . . **Morty Shad** stirring things up again with a new entry into the Rhythm and Blues field, Dale Records. Morty has been busy setting up a new distributor line-up. Buzzes have been heard about his new **Sonny Terry** record of "I Love You Baby." . . . Love those Dreyer Music flyers. The artwork is cra-a-a-zy. Newest to reach this desk plug **Piano Red's** "Jump, Man, Jump" on Groove and **Lavern Baker's** "That's All I Need," coming out on Atlantic. . . . **George Goldner** excited about some terrific tapes **Guy Barry** brought back with him from Cuba. George says Guy is the fellow who introduced Cha Cha Cha to this country. Goldner will record the tunes on Tico for immediate release. The Tico prexy says Cha Cha Cha is the leading Latin dance, and will continue to grow and head the field for some time.

THE HARPTONES

AL HIBBLER

STEVE ROSS
(WLEE—Richmond, Va.)

CHICAGO:

Here it is . . . M.O.A. Convention time again!! With the trend leaning so heavily toward R & B music, there should be lots of action among the R & B diskeries attending this convention. Some of the visitors we're sure about include **Jerry Wexler** and **Ahmet Ertegun** of Atlantic which is clicking so big with **Ray Charles'** "I Got A Woman." **Jerry Blaine** of Jubilee and Josie also in town getting lots of nice comment about **Patti Jerome's** "Johnny Has Gone." **Nate Duroff** and **Jim Warren** of Central Record Sales, Los Angeles, here to see what they can see. And, of course, **Len** and **Phil Chess** will be buzzing around selling records and taking orders like craaaazy. 'Specially for disks like the new **Willie Mabon** release, "Wow! I Feel So Good." And The Moonglows' "Most Of All." **Ernie** and **George Leaner** will be making the rounds, alternating between the rooms of the many labels they distribute. Like Epic, for one, which will be represented here by **Bill Nielsen.** It will be interesting to see how much of the attention is focused on these labels this year in view of the fact that R & B music has never before been as strong as it is now. From Columbia comes word that **Mahalia Jackson** will once again entertain at the banquet Tuesday nite. Last year, many felt Mahalia was the 'hit' of the show and it was shortly thereafter that big things began to happen for her. Until now, she has her own TV show which is drawing only raves from the critics. **Cal Carter** and **'Ab'** of the **Vee-Jay** diskery, as well as the leaders of the United Record Company, will be saying 'hi' to the ops who have helped build hits for them. And so many, many more we could write about if space permitted. But next week we'll go into more detail as to just what took place at this M.O.A. Convention at the Morrison Hotel, which looks like the biggest in M.O.A.'s history.

MAHALIA JACKSON

LOS ANGELES:

A new sister trio, **The Harris Sisters,** recently inked a Capitol contract and will make their bow in the R & B field with "We've Been Walkin' All Night," with "Kissin' Bug" on the flip side. The girls are currently appearing at the Club Oasis, where they have been for the past several weeks. They were discovered by deejay **Gene Norman,** who brought them to the attention of **Dave Cavanaugh,** Cap A&R rep. . . . **Paul Shorten** of Allied Music Sales in New York last week on business. Enroute back he planned to meet his brother, Irv (manager of the L.A. branch of Allied), in Las Vegas for a few days vacation before they planed to the Windy City for the M.O.A. Convention. Irv plans to return to L.A. after the convention, and embark for N. Y. on another trip the latter part of April. The boys are beaming over the way business has held up, and their smash hit "Pledging My Love" is also bringing wide grins. . . . It'll soon cover the earth, for Dootone Record topper and music publisher, **Dootsie Williams,** has just concluded a deal with Chappell for the foreign rights of his current hit, "Earth Angel" by the Penguins. This includes England and the European continent. . . . **Margaret Smith** at a new desk in the Hollywood Starday Record Sales Co. office. Margaret is the sister of **Eddie Albert,** TV and motion pic star. **Don Pierce,** prexy of the firm off on a cross-country trek to the East and Middlewest to line up new distributors for Campus Records. The first releases by this new label are commercial and in keeping with present trends. Don holds down the sales manager's chair for the firm. . . . Showing strong on the Flair front is the **Richard Berry** pressing of "Please Tell Me," b/w "Get Out of the Car." . . . **Johnny "Guitar" Watson's** new one. "Hot Little Mama" flip-sided with "I Love to Love You" on RPM sounds like a combination of **BB King** and **Ray Charles.** Indications are that he'll develop into one of Modern's biggest artists. Watson is a real showman—a fact that is proven when you see him perform in person. He's no slouch, either, at getting round after round of applause from his audience. . . . **Ivory Joe Hunter's** Atlantic waxing of "It May Sound Silly" hit so big that company wheels want him back in Gotham as soon as possible for a quick follow-up session. "Ivory Joe" is trying to re-arrange his tight sked for a very near-future trip. He would also like to travel South for a visit with his wife. . . . "Scatman" Crothers' latest bit of discery for Century, "Dearest One" and "Keep That Coffee Hot," will catch plenty of sales due to his recent appearances on NBC-TV's "Comedy Hour," "The Beulah Show" and "Amos 'n' Andy." Crothers has been signed as a regular member of the cast on the KTLA TVehicle, "Strictly Informal," with the tab picked up by **Larry Finley.** . . . **Fats Domino** returns to L.A. this week-end for what is expected to be his final "block-busting" engagement at the 5-4, before heading East. Fans go wild when he plays his latest Imperial hit, "Don't You know." Fats is followed the next week-end by **Roy Milton,** and **Guitar Slim** and **Eddy Jones** take over April 15, 16 and 17. . . . One of the most unusual pairings of artists is Capitol's combination of **"The Nuggets,"** their most promising new R&B group, and **Frank Sinatra,** their top pop star. The tunes, "Two Hearts, Two Kisses" and "From The Bottom To The Top" are bouncy pop-flavored in an R&B style. . . . **"Lovin'" John Dolphin,** the man with the big black cigar, celebrated his birthday recently with a big party held in his store. Many top names in the R&B field, along with close friends and business associates participated in a radio broadcast by deejay **Dick Hugg, "Huggy Boy"** over KRKD during the midnight to 4 a.m. session. By the way, gals 'n' guys, "Huggy Boy" is married,—but don't breathe a word of it to his fans. It's a secret!

ROY MILTON

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Herald RECORDS
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New York City, N.Y.

2 Great New Releases on
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"LISTEN, LISTEN HONEY"
10-242 (45-242)
"NIGHT OF NIGHTS"
10-243 (45-243)
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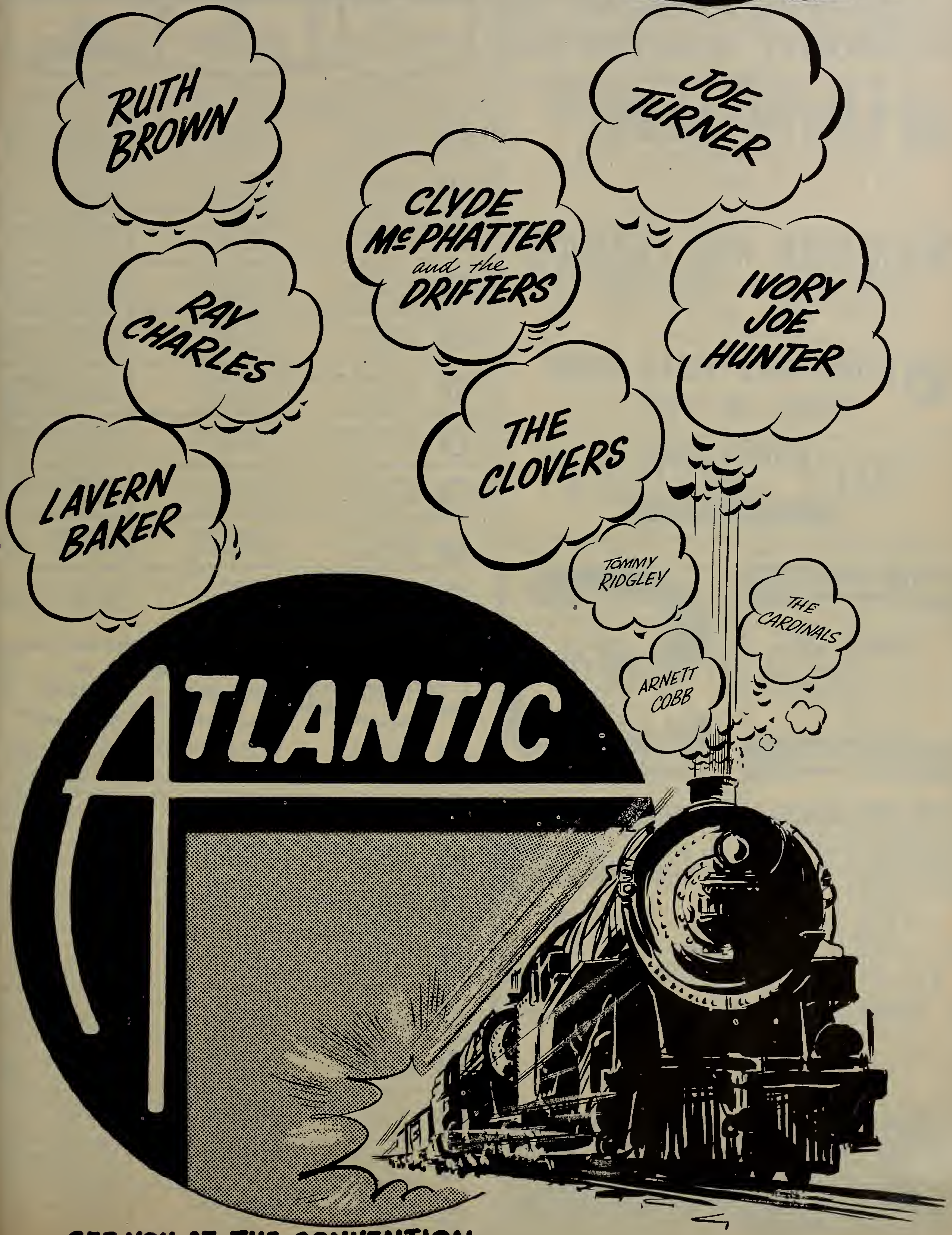
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IVORY JOE HUNTER
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$ MONEY MAKERS $

The Incomparable Version

① EARTH ANGEL
THE PENGUINS
348

Coming Up Fast

② HEAVEN AND PARADISE
DON JULIAN AND THE MEADOWLARKS
359

The Double-sided Smash

③ LOVE WILL MAKE YOUR MIND GO WILD b/w
OOKEY OOK
353

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"STRANGE GIRL"
b/w
"SHE'S FIVE FEET THREE"
L. C. McKINLEY
No. 133

CLIMBING

"ONE MORE CHANCE"
EL DORADOS
No. 127

"I REALLY DO"
THE FIVE ECHOES
No. 129

"I'LL LET NOTHING SEPARATE ME"
RAYMOND RASBERRY SINGERS
No. 128

"TRUST HIM TODAY"
BOYER BROS.
No. 130

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Groove 0100
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THE CASH BOX HOT

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City, Chicago and New Orleans.

	in NEW YORK CITY	in CHICAGO	in NEW ORLEANS
1	I'VE GOT A WOMAN *Ray Charles* *(Atlantic 1050)*	MY BABE *Little Walter* *(Checker 811)*	WHAT'CHA GONNA DO *Clyde McPhatter & The Drifters* *(Atlantic 1055)*
2	CLOSE YOUR EYES *Five Keys* *(Capitol 3032)*	THE WALLFLOWER *Etta James & The Peaches* *(Modern 947)*	MY BABE *Little Walter* *(Checker 811)*
3	MY BABE *Little Walter* *(Checker 811)*	PLEDGING MY LOVE *Johnny Ace* *(Duke 136)*	DON'T YOU KNOW *Fats Domino* *(Imperial 5340)*
4	THE DOOR IS STILL OPEN *Cardinals* *(Atlantic 1054)*	JOHNNY HAS GONE *Varetta Dillard* *(Savoy 1135)*	FLIP, FLOP AND FLY *Joe Turner* *(Atlantic 1053)*
5	PLEDGING MY LOVE *Johnny Ace* *(Duke 136)*	CHOP CHOP BOOM *Danderliers* *(States 147)*	PLEDGING MY LOVE *Johnny Ace* *(Duke 136)*
6	UNCHAINED MELODY *Al Hibbler* *(Decca 29441)*	LOVING YOU *Lowell Fulson* *(Checker 812)*	THE WALLFLOWER *Etta James & The Peaches* *(Modern 947)*
7	FLIP, FLOP AND FLY *Joe Turner* *(Atlantic 1053)*	MOST OF ALL *Moonglows* *(Chess 1589)*	I'VE GOT A WOMAN *Ray Charles* *(Atlantic 1050)*
8	LONELY NIGHTS *Hearts* *(Baton 208)*	I'VE GOT A WOMAN *Ray Charles* *(Atlantic 1050)*	THE DOOR IS STILL OPEN *Cardinals* *(Atlantic 1054)*
9	MOST OF ALL *Moonglows* *(Chess 1589)*	EARTH ANGEL *Penguins* *(Dootone 348)*	LOVING YOU *Lowell Fulson* *(Checker 812)*
10	THAT'S ALL I WANT FROM YOU *Dinah Washington* *(Mercury 70537)*	SINCERELY *Moonglows* *(Chess 1581)*	RIB TIPS *Rufus Gore* *(King 4768)*

	in SAN FRANCISCO	in NEWARK	in DALLAS
1	YOU DON'T HAVE TO GO *Jimmy Reed* *(Vee-Jay 119)*	PLEDGING MY LOVE *Johnny Ace* *(Duke 136)*	THE WALLFLOWER *Etta James & The Peaches* *(Modern 947)*
2	COME BACK *Ray Charles* *(Atlantic 1050)*	MY BABE *Little Walter* *(Checker 811)*	PLEDGING MY LOVE *Johnny Ace* *(Duke 136)*
3	PLEDGING MY LOVE *Johnny Ace* *(Duke 136)*	I'VE GOT A WOMAN *Ray Charles* *(Atlantic 1050)*	MY BABE *Little Walter* *(Checker 811)*
4	I'VE GOT A WOMAN *Ray Charles* *(Atlantic 1050)*	TWO HEARTS *Charms* *(DeLuxe 6065)*	I'VE GOT A WOMAN *Ray Charles* *(Atlantic 1050)*
5	TWEEDLEE DEE *Lavern Baker* *(Atlantic 1047)*	LONELY NIGHTS *Hearts* *(Baton 208)*	COME BACK *Ray Charles* *(Atlantic 1050)*
6	KO KO MO *Gene & Eunice* *(Combo 64)*	MOST OF ALL *Moonglows* *(Chess 1589)*	YOU DON'T HAVE TO GO *Jimmy Reed* *(Vee-Jay 119)*
7	MY BABE *Little Walter* *(Checker 811)*	THE DOOR IS STILL OPEN *Cardinals* *(Atlantic 1054)*	THE DOOR IS STILL OPEN *Cardinals* *(Atlantic 1054)*
8	EVERY DAY I HAVE THE BLUES *B. B. King* *(RPM 421)*	JOHNNY HAS GONE *Varetta Dillard* *(Savoy 1135)*	TWEEDLEE DEE *Lavern Baker* *(Atlantic 1047)*
9	THAT'S ALL I WANT FROM YOU *Dinah Washington* *(Mercury 70537)*	THIS IS MY STORY *Gene & Eunice* *(Aladdin 3282)*	WHAT'CHA GONNA DO *Clyde McPhatter & The Drifters* *(Atlantic 1055)*
10	EARTH ANGEL *Penguins* *(Dootone 348)*	EARTH ANGEL *Penguins* *(Dootone 348)*	EARTH ANGEL *Penguins* *(Dootone 348)*

THE CASH BOX HOT

in PHILADELPHIA in LOS ANGELES in ST. LOUIS

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

	in PHILADELPHIA	in LOS ANGELES	in ST. LOUIS
1	PLEDGING MY LOVE *Johnny Ace* *(Duke 136)*	PLEDGING MY LOVE *Johnny Ace* *(Duke 136)*	PLEDGING MY LOVE *Johnny Ace* *(Duke 136)*
2	THE WALLFLOWER *Etta James & The Peaches* *(Modern 947)*	I'VE GOT A WOMAN *Ray Charles* *(Atlantic 1050)*	MY BABE *Little Walter* *(Checker 811)*
3	I'VE GOT A WOMAN *Ray Charles* *(Atlantic 1050)*	BLUE VELVET *Clovers* *(Atlantic 1052)*	I'VE GOT A WOMAN *Ray Charles* *(Atlantic 1050)*
4	BABY DARLING *Richard Berry & The Dreamers* *(Flair 1058)*	HEAVEN IN PARADISE *Meadowlarks* *(Dootone 359)*	YOU DON'T HAVE TO GO *Jimmy Reed* *(Vee-Jay 119)*
5	LONELY NIGHTS *Hearts* *(Baton 208)*	DON'T YOU KNOW *Fats Domino* *(Imperial 5340)*	THE WALLFLOWER *Etta James & The Peaches* *(Modern 947)*
6	I BELIEVE *Roy Hamilton* *(Epic 9092)*	YOU DON'T HAVE TO GO *Jimmy Reed* *(Vee-Jay 119)*	FLIP, FLOP AND FLY *Joe Turner* *(Atlantic 1053)*
7	MOST OF ALL *Moonglows* *(Chess 1589)*	MY BABE *Little Walter* *(Checker 811)*	CLOSE YOUR EYES *Five Keys* *(Capitol 3032)*
8	MY BABE *Little Walter* *(Checker 811)*	LOVE WILL MAKE YOUR MIND GO WILD *Penguins* *(Dootone 353)*	EARTH ANGEL *Penguins* *(Dootone 348)*
9	WHADAYA WANT *Robins* *(Spark 110)*	LOVING YOU *Lowell Fulson* *(Checker 812)*	THAT'S ALL I WANT FROM YOU *Dinah Washington* *(Mercury 70537)*
10	MOVE IT OVER BABY *Gene & Eunice* *(Aladdin 3282)*	FLIP, FLOP AND FLY *Joe Turner* *(Atlantic 1053)*	CHOP CHOP BOOM *Danderliers* *(States 147)*

in DETROIT in SAVANNAH in MEMPHIS

	in DETROIT	in SAVANNAH	in MEMPHIS
1	THE WALLFLOWER *Etta James & The Peaches* *(Modern 947)*	MY BABE *Little Walter* *(Checker 811)*	PLEDGING MY LOVE *Johnny Ace* *(Duke 136)*
2	PLEDGING MY LOVE *Johnny Ace* *(Duke 136)*	PLEDGING MY LOVE *Johnny Ace* *(Duke 136)*	I'VE GOT A WOMAN *Ray Charles* *(Atlantic 1050)*
3	MY BABE *Little Walter* *(Checker 811)*	COME BACK *Ray Charles* *(Atlantic 1050)*	MY BABE *Little Walter* *(Checker 811)*
4	I'VE GOT A WOMAN *Ray Charles* *(Atlantic 1050)*	EARTH ANGEL *Penguins* *(Dootone 348)*	JOHNNY HAS GONE *Varetta Dillard* *(Savoy 1135)*
5	I WANNA HUG YA *B. & G. Griffin* *(Chess 1586)* *B. Williams Qt.* *(Coral 61363)*	I'VE GOT A WOMAN *Ray Charles* *(Atlantic 1050)*	THE WALLFLOWER *Etta James & The Peaches* *(Modern 947)*
6	RING A-LING A-LING *Midnighters* *(Federal 12210)*	BLUE VELVET *Clovers* *(Atlantic 1052)*	TWEEDLEE DEE *Lavern Baker* *(Atlantic 1047)*
7	WHAT'CHA GONNA DO *Clyde McPhatter & The Drifters* *(Atlantic 1055)*	WHAT'CHA GONNA DO *Clyde McPhatter & The Drifters* *(Atlantic 1055)*	EARTH ANGEL *Penguins* *(Dootone 348)*
8	UNCHAINED MELODY *Al Hibbler* *(Decca 29441)*	RING A-LING A-LING *Midnighters* *(Federal 12210)*	FLIP, FLOP AND FLY *Joe Turner* *(Atlantic 1053)*
9	LOVING YOU *Lowell Fulson* *(Checker 812)*	FLIP, FLOP AND FLY *Joe Turner* *(Atlantic 1053)*	WHAT'CHA GONNA DO *Clyde McPhatter & The Drifters* *(Atlantic 1055)*
10	JOHNNY HAS GONE *Varetta Dillard* *(Savoy 1135)*	JOHNNY HAS GONE *Varetta Dillard* *(Savoy 1135)*	TWO HEARTS *Charms* *(DeLuxe 6065)*

CHESS RECORD CORP
4750-52 Cottage Grove Ave.
Chicago 15, Illinois

HEAR THESE HITS!!!!

"MOST OF ALL"
MOONGLOWS
1589

"C'MON, BABY"
WILLIE MABON
1592

"LOVING YOU"
LOWELL FULSON
812

"MY BABE"
LITTLE WALTER
811

NEW RELEASE!

"I'M A MAN"
b/w
"BO DIDDLEY"
BY BO DIDDLEY
814

Checker RECORD CO.
4750-52 Cottage Grove Ave.
Chicago 15, Illinois

The Cash Box RHYTHM 'N BLUES REVIEWS

A	DISK & SLEEPER	C+	GOOD
B+	EXCELLENT	C	FAIR
B	VERY GOOD	D	MEDIOCRE

MAYMIE WATTS
(Groove 0103)

B+ “THERE GOES THAT TRAIN” (2:20) [Vir-Cel Music BMI—McGill] Maymie Watts makes her debut on Groove with an excellent reading of the tune currently making noise in the Philadelphia area. A slow rhythmic blues effectively performed.

B “QUICKSAND” (2:42) [Laerteas ASCAP—Douglas, Norman, Beardon] Miss Watts ups the tempo and rocks out the infectious rhythm item in good style. Goodhunk of wax that should get the gal known in short order.

OSCAR McLOLLIE
(Modern 955)

B+ “PAGLIACCI” (2:25) [Leon Rene ASCAP—Rene, Scott] McLollie comes up with an unusual item for his fans. A dramatic, middle beat bounce done up in pop trimmings. Pretty melody and different enough to catch on. Give it a good listen.

B “ETERNAL LOVE” (2:30) [B & M BMI—Motola, Taub] Flip is a quick beat jump item etched in good style. The deck is a good dance item and the Honeyjumpers bounce through it effectively.

GLORIA SHANNON
(Ruby Records)

C+ “STATION BLUES” (2:43) [Mickey Cooper] Gloria Shannon sings a slow country blues with feeling, Goo Goo Hutchinson's orchestra provides an easy backing for the thrush.

C+ “BLUES AND SHUFFLE” (2:44) [Goo Goo Hutchinson] The Goo Goo Hutchinson Ork dishes up a driving quick beat instrumental.

STICKS EVANS ORCH.
(Riviera 950)

C+ “GO - GO - GO - BLOW” (2:43) [Nassau Music BMI] The Sticks Evans Orchestra rock out a driving ditty with a periodic gangshout phrase to flavor things a bit.

C+ “DON'T STOP” (2:45) [Nassau Music] Flip is a bouncing middle beat blues with an effective vocal by Alvin Clark. Latin tempo for the dancers.

THE CASH BOX ★AWARD O' THE WEEK★

“COME ON BABY” (2:48)
[Arc BMI—Mabon]

“WOW I FEEL SO GOOD” (2:45)
[Arc BMI—Mabon]

WILLIE MABON
(Chess 1592)

WILLIE MABON

● Willie Mabon comes up with a hot piece of material in a slow big beat ditty titled “Come On Baby”. Rhythm rocks as Mabon begs his baby to make love to him. His chant style is very effective as Mabon socks home the simple but potent lyrics and it could turn out to be his strongest in some time. The flip, ““Wow! I Feel So Good”, is a quick beat staccato vocal well done, but lacking the impact of “Come On Baby”. It's a one sider, “Come On Baby”.

JEWEL BROWN
(Duke 140)

B+ “NO, YOU CAN'T KISS ME NO MORE” (2:47) [Revelation-Eddie “Tax” Curtis] Jewel Brown makes her bow with a cutie uptempo bouncer and the result should please. Platter has an infectious quality. Good ork support.

B “WHERE DO I GO FROM HERE” (2:45) [Revelation BMI—Curtis] Gal shows her versatility on the flip, a slow, pop flavored, blues. Miss Brown sings with feeling and puts the tune over. Good wax.

THE SPOTLIGHTERS
(Imperial 844)

B “BAM JINGLE JINGLE” (2:35) [Commodore BMI—Smith, Smith] A middle tempo bouncer given an ok vocal reading by The Spotlighters. Driving horn and handclaps lend pepper to the wax.

C+ “IT'S COLD” (2:16) [Commodore BMI—Smith, Smith] The Spotlighters etch a slow tempo rhythmic item on the flip with more restraint. Ok deck.

THE BARONS
(Imperial 847)

B “ETERNALLY YOURS” (2:15) [Commodore BMI—The Barons] The Barons glide through a slow blues ballad with feathery treatment. Pretty and restfull.

B “BOOM BOOM” (2:20) [Commodore BMI—Gold, Ray] The Barons change pace on the reverse side and jump through the middle beat effort with a zesty performance.

JACK DUPREE
(King 4779)

B “TWO BELOW ZERO” (2:56) [Jay & Cee BMI—Lucille Dupree] Poor Jack Dupree. He's been locked out in the rain 2 below zero 'cause he hasn't paid his rent. His mouthings of the lyrics make this a funny side.

C+ “BLUES FOR EVERYBODY” (2:31) [Jay & Cee BMI—Glover, Dupree] A slow bounce blues performed in Dupree's unique style of vocalizing.

THE CASH BOX Rhythm 'N Blues BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the “Disk” and “Sleeper” Of The Week, are those most likely to achieve popularity.

★ “PAGLIACCI”	Oscar McLollie	Modern 955
★ “MAGGIE DOESN'T WORK HERE ANYMORE”	The Platters	Federal 12204
★ “THAT'S ALL”	The Casanovas	Apollo 471
★ “ONE MORE CHANCE”	The El Dorados	Vee Jay 127

THE FIVE WINGS
(King 4781)

B “ROCK-A-LOCKA” (2:29) [Jay & Cee BMI—The Five Wings] The Five Wings rock their way through a swinging bouncer with a good performance. Side drives.

C+ “TEARDROPS ARE FALLING” (2:20) [Jay & Cee BMI—The Five Wings] The group backs with a slow blues ballad on the weepy side.

BEULAH BRYANT
(Excello 2049)

B “WHAT AM I GONNA DO?” (2:26) [Excellorec BMI] Beulah Bryant sings a slow beat bouncer and aided by a tambourine sound throughout comes up with an ok wax.

C+ “PRIZE FIGHTIN' PAPA” (2:48) [Excellorec BMI] Miss Bryant wails a slow rhythmic blues on the flip and does a fair job. “What Am I Gonna Do” is the stronger offering.

THE CASANOVAS
(Apollo 471)

B+ “THAT'S ALL” (3:00) [Bess BMI—Mayfield] The Casanovas make a smooth team on their reading of a slow ballad blues pretty. The wax comes off with potent effect and deck could make some noise.

B “ARE YOU FOR REAL” (2:44) [Bess BMI—Bob Woodward] Under deck is a fast beat jump ditty that the boys drive on. Ok wax and good two sider.

THE PLATTERS
(Federal 12204)

B+ “MAGGIE DOESN'T WORK HERE ANYMORE” (2:38) [American BMI—Taylor, Lynch] The Platters work over a cutie that should stir things up. The group rocks around the cute dissertations of Maggie. Deck is gimmicked all the way through and the chuckley effects come through in good style.

B “TAKE ME BACK, TAKE ME BACK” (2:22) [American BMI—Taylor, Lynch] A slow beaty item with a romantic theme smoothly etched. Group different enough to make it.

The Cash Box RHYTHM 'N BLUES REVIEWS

- Ⓐ DISK & SLEEPER
- Ⓑ EXCELLENT
- Ⓒ VERY GOOD
- Ⓒ GOOD
- Ⓓ FAIR
- Ⓓ MEDIOCRE

THE CASH BOX Rhythm 'N Blues SLEEPER OF THE WEEK

"BE MY BABY" (2:58)
[Time BMI—Black]

"AIN'T NOBODY HOME BUT ME" (2:30)
[Time BMI—Black]

SUE ALLEN and OSCAR BLACK
(Groove 0102)

● Sue Allen and Oscar Black team up on a wailing slow romantic blues and deliver a punchy side with loads of feeling. The tune, "Be My Baby," is smartly handled by the pair. Sue Allen ranges from a tender and emotional projection to a rough tonsiled growl from down under. Black does well as the male portion of the love stricken duo. The flip, "Ain't Nobody Home But Me," is an up tempo rocker blended in good style by the pair. Side will please both the ear and the feet. Good coupler, but for the heavy action it should be "Be My Baby."

"CHOP CHOP BOOM" (2:10)
[Pamlee BMI—Taylor, Smith]

"MY AUTUMN LOVE" (2:25)
[Pamlee BMI—Taylor]

THE DANDELIERS
(States 147)

● The Dandeliers come up with a quick beat cutie, "Chop Chop Boom," that has the earmarks of a hit. It has the novelty, flavor and vocal treatment that could, given the proper exposure, take off. The group works together smartly with the lead vocal potently handled. Good wax that should not be overlooked. The flip, "My Autumn Love," is a slow blues ballad pretty. Lead is again standout as he performs with heartfelt sincerity. Excellent two sider, with the potential for hitdom slightly in favor of "Chop Chop Boom."

FLOYD JONES
(Vee-Jay 126)

C+ "FLOYD's BLUE" (3:15) [Conrad BMI—Jones] Floyd Jones and his orchestra etch a slow jump blues instrumental with a good wailing sound.

B "ANY OLD LONESOME DAY" (3:09) [Conrad BMI — Jones] Jones sings a slow country blues with a true deep south flavor. Jones tells his melancholy tale with emotion.

THE MELLOWS
(Jay Dee 801)

B "I WAS A FOOL TO LET YOU GO" (2:20) [Joe Davis ASCAP—Razaf, Dennicker, Davis] The Mellows are just what their name implies. A mellow-smooth working group with a melty lead, Lillian Leach. The tune is a pretty ballad given a velvety treatment.

B "I STILL CARE" (2:05) [Beacon BMI—Lillian Leach] A similar ditty given the same sweet vocal caressing. Utterly relaxing and tender on the ears. Two pretties. This side seems to shade the top deck.

THE EL DORADOS
(Vee-Jay 127)

B "LITTLE MISS LOVE" (2:40) [Conrad BMI—Johnny Moore] The El Dorados blend excitingly on a driving up-beat with good results.

B+ "ONE MORE CHANCE" (3:08) [Conrad BMI—Johnny Moore] The El Dorados come up with a very strong wax in their treatment of the slow bouncer romantic tune. A smooth working team that give their etchings that little bit extra. Could make noise.

WARREN LUCKEY
(Beacon 105)

C+ "THUNDERBOLT" (2:32) [Beacon BMI — Luckey] Warren Luckey and his tenor sax ride roughshod through a fast beat hard hitting item. For the rock and roll crowd who like their music wild.

C+ "FISH BAIT" (2:10) [Beacon BMI—Warren Luckey] More of of same but in a slower vein. Luckey's torrid horn blowing is sure to effect the kids. An effective rock and roll two sider.

This is DINAHmite!

JUST RELEASED

"I DIDDIE"
coupled with
"If It's The Last Thing I Do"

Dinah Washington
MERCURY 70600 • 70600X45

COMIN' UP STRONG

THE CASH BOX Rhythm 'N Blues BEST BETS
★ "THERE GOES THAT TRAIN"
Rollee McGill MERCURY 70582

"THERE GOES THAT TRAIN" (2:42) Here's a [Vir-Cel BMI—Rollee McGill] sleeper that should be watched very carefully. It is a slow blues done very well by Rollee McGill. Deck has all the merits that might give it the impetus to really take off. McGill gives it an extremely effective reading.
"YOU LEFT ME HERE TO CRY" (2:43) [Vir-Cel BMI—Rollee McGill] McGill sings a similar piece of material effectively but which doesn't come with the same impact. Ok but routine.
THE CASH BOX REVUE

"THERE GOES THAT TRAIN"
coupled with
"YOU LEFT ME HERE TO CRY"
Rollee McGill
MERCURY 70582 • 70582X45

THE CASH BOX Rhythm 'N Blues BEST BETS
★ "IF YOU WOULD ONLY SAY YOU'RE SORRY"
"ALRIGHT, OKAY, YOU WIN"
Ella Johnson MERCURY 70580

"IF YOU WOULD ONLY SAY YOU'RE SORRY" (3:00) [Munson Music BMI—Wyche, Kirk] Ella Johnson sings with feeling as she handles this slow beat pretty. Ella is very effective as is the strong orking that backs her. A strong item that could become a strong sales puller.
"ALRIGHT, OKAY, YOU WIN" (2:47) [Munson BMI—Wyche] Ella ups the tempo on this side and bounces in happy style through an infectious jump item. The thrush is good and Ella Johnson fans will like it.
THE CASH BOX REVUE

"IF YOU WOULD ONLY SAY YOU'RE SORRY"
coupled with
"ALRIGHT, OKAY, YOU WIN"
Ella Johnson
MERCURY 70580 • 70580X45

Mercury RECORDS

MOA
COIN-CATCHERS

Initial orders shipped
in 5 days 111,000
B. B. KING'S LATEST
"LONELY & BLUE"
b/w
"Jump With You Baby."
RPM # 425

Breaking on all charts!
"TRULY"
b/w
"Oochie Pachie"
ARTHUR LEE MAYE
& The Crowns
RPM # 424

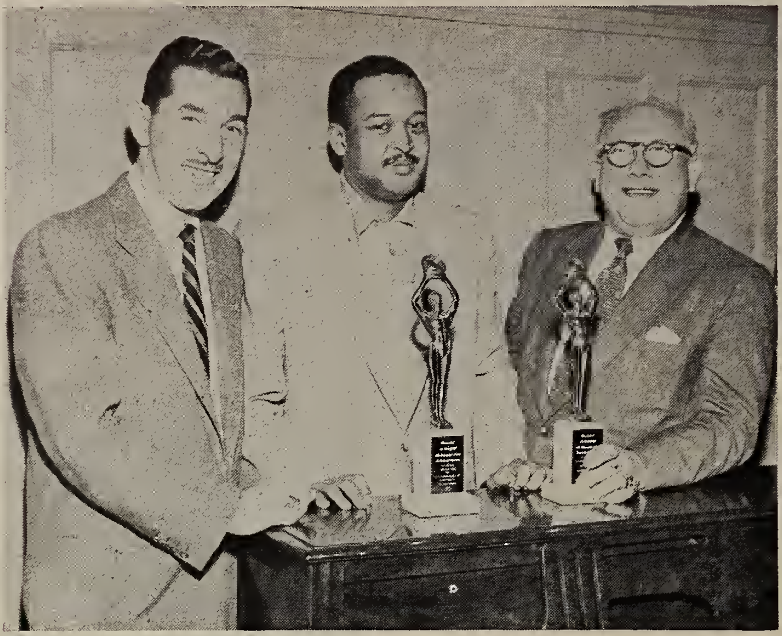
SMASH!
R&B and POP hit
"WALLFLOWER"
(Dance With Me Henry)
ETTA JAMES
& The Peaches
Modern 947

GREATEST DISCOVERY
OF THE YEAR!
JOHNNY "GUITAR" WATSON
sings & plays
"HOT LITTLE MAMA"
b/w
"Love To Love You"
RPM # 423

GREETINGS & BEST
WISHES TO ALL OPS AT
THE MOA

Modern Records hollywood
RPM Records hollywood

Two Time Winners

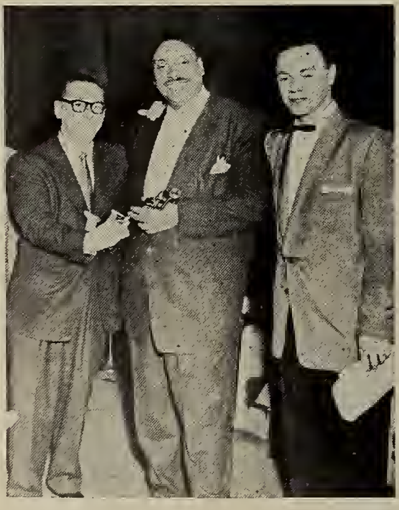


NEW YORK—Bob Austin (left) The Cash Box, presents Syd Nathan (right) prexy of King, Federal and DeLuxe Records and Henry Glover, A & R exec of King, with two trophies for their smash tune "Work With Me Annie" voted the best rhythm and blues record of 1954 in The Cash Box 9th Annual Juke Box Operator poll. One trophy is for the best record of '54, recorded by the Midnighters on Federal, and the other trophy is for Lois Music BMI, publisher of the tune. Lois is King's publishing firm.

"Best R&B Vocal Group of 1954"

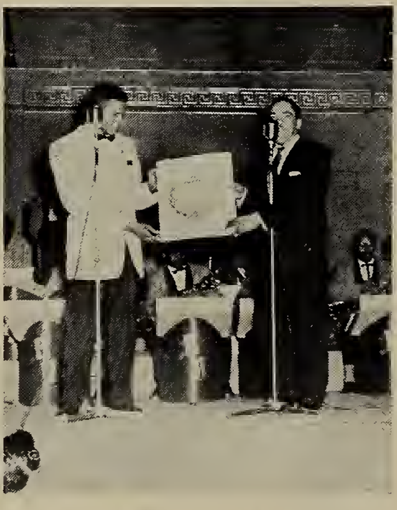
NEW YORK—The Midnighters, Federal Records' big recording stars, receive their trophy from Bob Austin (center) for copping first place in the race for best rhythm and blues vocal group of '54. The boys had a number of big hits in '54 including the #1 record "Work With Me Annie". One of the boys holds a gold record from Federal for the same song.

"Best Male Vocalist"



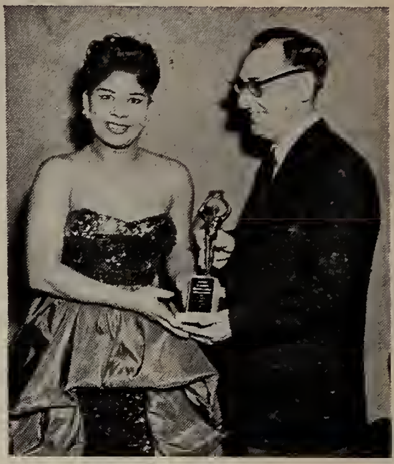
NEW YORK — Norman Orleck (left) of The Cash Box presents trophy to the "Boss of the Blues" Joe Turner, for winning "Best R & B Male Vocalist of 1954" honors. Alan Freed, WINS "Rock And Roll Party" dee jay looks on. Turner's biggest '54 disk was "Shake Rattle & Roll" for Atlantic.

"Most Promising Artist"



BOSTON, MASS. — At Symphony Hall in Boston, Roy Hamilton (left) receives his Cash Box scroll from his manager Bill Cook for finishing first in the race for the "Most Promising New Rhythm And Blues Artist of 1954" according to the 9th Annual Cash Box Poll. Cook is also a d.j. on WAAT in Newark.

"Best Female Vocalist"



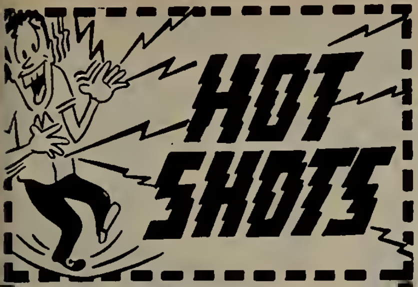
NEW YORK—Ruth Brown, Atlantic thrush, receives her trophy from Norman Orleck of The Cash Box for being selected "The Best Female Vocalist in the Rhythm & Blues Field for 1954" in the 9th Annual Cash Box Poll. At the Apollo Theatre, that same night, Atlantic Records presented Ruth with a gold record for reaching the 5,000,000 mark in sales since she's been with the diskery.

2 GREAT SPIRITUALS!
Just Released
EDNA GALLMON COOKE
singing
"WHO'LL BE A WITNESS"
b/w
"MY JOY"
NASHBORO 553

SEWANEE QUINTET
sings
"IT'S HARD TO GET ALONG"
b/w
"JUDGMENT"
NASHBORO 551

FULL OF R & B SELL!
SLIM HUNT
singing
"WELCOME HOME BABY"
b/w
"LONESOME FOR MY BABY"
EXCELLO 2055

Nashboro Record Co., Inc.
177 3rd AVENUE
NASHVILLE TENN.
WRITE—WIRE—PHONE
(42-2215)



THE CHARMS
"TWO HEARTS"
"The First Time We Met"
Deluxe 6065

THE MIDNIGHTERS
"RING A-LING A-LING"
"ASHAMED OF MYSELF"
Federal 12210

BONNIE LOU
"RUSTY OLD HALO"
"Danger! Heartbreak Ahead"
King 1445
"TWEEDLEE DEE"
"The Finger Of Suspicion"
King 1436

BILL DOGGETT
"I'LL BE AROUND"
"WILD OATS
King 4784

THE "5" ROYALES
"MOHAWK SQUAW"
"HOW I WONDER"

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Coming Up In R & B

Listed Alphabetically

DON'T BE ANGRY
Nappy Brown
(Savoy 1155)
Chicago, Cleveland, Newark, New York, Philadelphia

LONELY NIGHTS
The Hearts
(Baton 208)
Baltimore, Chicago, Los Angeles, New York, Philadelphia, Pittsburgh, Washington, D. C.

THIS IS MY STORY
Gene & Eunice
(Aladdin 3282)
Chicago, Detroit, Los Angeles, Newark, Philadelphia, St. Louis

UNCHAINED MELODY
Al Hibbler
(Decca 29441)
Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia

Wow Cleveland Mambonicks

CLEVELAND, March 20 — "Big Chief" Norman Wain (WDOK) and Joe Loco combined forces over the weekend to run two successful mambo dances here.

On Saturday, Loco shared the bandstand with Joe Cooper and his local jazz group in a dance that was billed as a "Mambo VS Swing Dance" at the Pla-Mor skating rink. Over twelve hundred people jammed the hall to dance and watch the show.

Next night Wain moved the Loco quintet to the swank Tudor Arms Hotel where over five hundred of Cleveland's blue-bloods attended.

Both appearances were promoted over Wain's "Mambo Matinee" heard daily on WDOK.

Wain is bringing Perez Prado to the Cleveland Arena Sunday April 3rd for a show and dance.

The Million Mark

HOLLYWOOD, CAL.—According to Dootsie Williams, Dootone prexy, the millionth record of "Earth Angel" by the Penguins will be sold this week. The platter was kicked off some 8 months ago in the L.A. area and hit immediately. Sid Talmadge of Record Merchandising in L.A. reports that he has topped the 165,000 sales figure and is still going strong.

3 of a KIND . . .
ALL HITS!
Gene & Eunice
"THIS IS MY STORY"
# 3282

Johnny Fuller
"JOHNNY ACE'S LAST LETTER"
b/w
"Fools Paradise"
# 3278

Louis Jordan
"GAL, YOU NEED A WHIPPIN'"
3279

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Beverly Hills, Calif.

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"WILL I BE THE ONE"
GROOVE 0100
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1587 B'WAY N. Y., N. Y.

TO THE JUKE BOX OPERATORS OF AMERICA
Peacock and Duke Records, Incorporated, Wish to Express Their Sincere Thanks For
ANOTHER SUCCESSFUL YEAR

For the wonderful work done on the late
JOHNNY ACE'S
"PLEDGING MY LOVE"
DUKE # 136
also available in E.P. & L.P.
"NEVER LET ME GO" # 132
"SAVING MY LOVE FOR YOU" # 118
"PLEASE FORGIVE ME" # 128
"CROSS MY HEART" # 107
"MY SONG" # 103
"THE CLOCK" # 112

Jewel "Teasin" Brown
doing
"NO, YOU CAN'T KISS ME NO MORE"
DUKE # 140
b/w
"WHERE DO I GO FROM HERE"

Little Junior Parker & The Blue Flames
take off on
"I WANNA RAMBLE"
DUKE # 137
b/w
"BACKTRACKING"

DUKE RECORDS, Inc.
2809 Erastus Street,
Houston 26, Texas

Marie Adams & Johnny Otis Orchestra
doing
"BOOM DIDDY WA WA"
PEACOCK # 1649
b/w
"IN MEMORY"

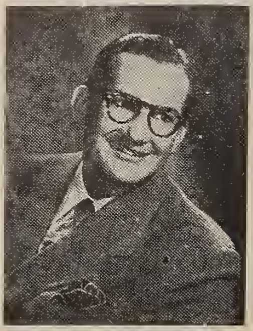
Willie Mae Thornton & Bill Harvey Band
doing
"THE FISH"
PEACOCK # 1650
b/w
"LAUGH, LAUGH, LAUGH"

Sister Jessie M. Renfro
"I'VE HAD MY CHANCE"
PEACOCK # 1732
b/w
"I WANNA BE THERE"

The Bells of Joy
"Since Jesus Changed This Heart Of Mine"
PEACOCK # 1738
b/w
"It Will Soon Be Over"

PEACOCK RECORDS, Inc.
2809 Erastus Street,
Houston 26, Texas

Greetings
TO ALL YOU "CATS"
at the
MOA CONVENTION



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"OL' H. H."
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FOR THE BEST IN . . .
"Be-bop to ballad
swing to sweet
blues to boogie"
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"HARLEMATINEE"—KFVD
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and
"HUNTIN' WITH HUNTER"
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b/w
"MY AUTUMN LOVE"
BY THE DANDERLIERS
STATES 147

"PARDON MY TEARS"
b/w
"CHICKEN"
BY THE MOROCCOS
UNITED 188

UNITED/STATES RECORD CO.
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Alan Freed Hosts Music Trade

NEW YORK—On March 8 Alan Freed, WINS disk jockey, was host to a large segment of the music trade at a luncheon at Al and Dick's Restaurant, this city. The occasion marked the six-month anniversary of Freed's arrival in New York from Cleveland. It was an Alan Freed custom in Cleveland to host the music trade once each six months and Freed announced it is his intention to do likewise in New York. (See The Cash Box story March 19)

"Night Train" Sponsors Music Excursion

"Night Train", a daily program feature of WDVA in Danville, Virginia, will come to life on Friday April 1st when the Southern Railway will run a special roundtrip excursion from Danville to Lynchburg. The special will have a capacity of 400 passengers and will carry two dance bands to provide music throughout the trip, piped via public address system to each car from a baggage car located in the center of the train and manned by the WDVA engineering staff.

The calendar of events will include a dance session in the Danville depot from 7 to 8:15 p.m., the trip to Lynchburg from 8:15 to 9:35 p. m. and another dance session in the Lynchburg depot with the return trip to Danville winding up the gala evening at 12:30 a. m. Saturday (no school). City officials of Danville will accompany the teen-agers and will be greeted by Lynchburg officials heading up their teen-ager contingent. Speeches will be brief. Emerson J. Pryor, vice-president and general manager of WDVA, Stover Morris, Jr., commercial manager, and Earl Stogner, deejay of the "Night Train" program plus the station's promotion staff will chaperone the Danville group. Officials of the Southern Railway will also make the trip.

This excursion, sponsored jointly by WDVA and the Southern Railway, is an extension of the outstanding contribution the station has made in the interests of the teen-agers of its community during the past several years. The formation of the Moose Teen Age Club is the work of WDVA and the station is the recipient of special commendation from the "Supreme Lodge of the World, Loyal Order of Moose", Moosehart, Indiana. A similar project has been established in cooperation with the B.P.O.E. with a record session scheduled every Thursday afternoon at the Elks Club in Danville.

Last summer WDVA inaugurated an annual beauty contest and fashion show for teen-agers and the winner, Joan Reynolds, won an all-expense week at Carolina Beach, North Carolina.

Atlantic Ups 78 RPM To 98c

NEW YORK—Atlantic Records this week announced a change in the price of its 78 RPM records.

Effective April 1 the retail price of the 78 will be pegged at 98 cents. 45 RPM records will remain at the current sale price of 89 cents.

The price change will apply to both Atlantic Records and its subsidiary, Cat Records.

Ahmet Ertegun, vice president of Atlantic Records, said, "The 98¢ retail price has become an accepted trade price and since most distributors and retail dealers are enthusiastic about the 98¢ price it seemed the logical thing to do at this point."

The Nation's Rhythm & Blues Top 15

1	**PLEDGING MY LOVE**	*Johnny Ace*	*(Duke 136)*
2	**MY BABE**	*Little Walter*	*(Checker 811)*
3	**I'VE GOT A WOMAN**	*Ray Charles*	*(Atlantic 1050)*
4	**THE WALLFLOWER**	*Etta James & The Peaches*	*(Modern 947)*
5	**EARTH ANGEL**	*Penguins*	*(Dootone 348)*
6	**FLIP, FLOP AND FLY**	*Joe Turner*	*(Atlantic 1053)*
7	**TWEEDLEE DEE**	*Lavern Baker*	*(Atlantic 1047)*
8	**JOHNNY HAS GONE**	*Varetta Dillard*	*(Savoy 1135)*
9	**YOU DON'T HAVE TO GO**	*Jimmy Reed*	*(Vee-Jay 119)*
10	**SINCERELY**	*Moonglows*	*(Chess 1581)*
11	**COME BACK**	*Ray Charles*	*(Atlantic 1050)*
12	**CLOSE YOUR EYES**	*Five Keys*	*(Capitol 3032)*
13	**WHAT'CHA GONNA DO**	*Clyde McPhatter & The Drifters*	*(Atlantic 1055)*
14	**LOVING YOU**	*Lowell Fulson*	*(Checker 812)*
15	**LONELY NIGHTS**	*Hearts*	*(Baton 208)*

Breaking Down The Barriers!

A few months ago, *The Cash Box* heralded the emergence of rhythm and blues tunes into the pop field. We pointed out that for the first time, numerous records originally made for the R&B market were being bought by an audience which had never heard of them before.

Today this trend has become even more pronounced. Some of our top hits, such as "Hearts Of Stone", "Earth Angel", "Tweedlee Dee", "Ko Ko Mo", "Sincerely", "Rock Love", "Pledging My Love", "It May Sound Silly" and others are selling great in pop stores and are receiving tremendous plays on juke boxes in pop locations.

Moreover, pop artists are jumping in to cover rhythm and blues songs as soon as they show any sign at all of making noise. Until very recently, artists and record firms used to wait until an R&B disk really hit the top before trying to cover it in a pop vein. Today that no longer holds. Rhythm and blues material has been showing such strong appeal that even before a song gets anywhere on the Hot Charts, it becomes an item to be reckoned with.

This whole procedure has been a gratifying one. There has been a tremendous amount of musical fulfillment which has been lost to a great majority of record buyers because of their lack of knowledge of the rhythm and blues market. Now, just as the folk field opened up an entirely new vista to us, the rhythm and blues field is once again showing us a new area in which we can appreciate different types of music than the ones we've known.

This trend in the music business has not only had a salutary effect upon our powers of appreciation but it has had a direct bearing on the amount of business being done in the industry. The record business has been good recently. And one of the main reasons for this is that we have been able to take records which ordinarily would sell to a limited market and spread them all over the country. This increases the total amount of records sold; it gives independent companies a chance at a major market; it gives established record firms an opportunity to experiment with artists which they formerly couldn't afford to bother with; it gives these artists a chance at the bigtime; and it gives writers and publishers a field to work in which was formerly only a minor area of activity.

The whole movement has broken down barriers which in the ordinary course of events might have taken untold amounts of time to do. How better to understand what is known to you than by appreciation of the emotional experience of other people? And how better are the emotions portrayed than by music?

All factions in our country have a vital contribution to make to our culture and understanding. The music and record industries could never accomplish anything greater than to contribute to that achievement.

We are proud of the people in our industry who are opening these doors. We trust this movement will continue, expand and prosper.

STARS OVER HARLEM

The uptown area is swinging once again and this time, as so many times in the past, a major part of the sales are brought about because of the terrific jobs rendered by the wailing newcomers. To mention a few of **The Charms** whose steady stream of hit releases have firmly established the group as national favorites. At breakfast and a quick chit-chat with the very personable manager of The Charms, **Herschel Bayless**, we learned of the unlimited amount of success they enjoyed while touring with one of the hottest packages ever assembled. Some of the other outstanding artists who rounded out this thrilled filled package were **The Moonglows, The Clovers, Faye Adams, Joe Turner, Lowell Fulson, Bill Doggett, Paul Williams, The Spence Twins, Al Jackson and The 5 Keys** . . . **The Hearts** still riding high with "Lonely Nights". . . . **Gene & Eunice** following up their initial Ko-Ko-Mo sizzler with a two sided smasheroo that's really a lulu. Their newest "This Is My Story" B/W "Move It Over Baby" should make the op's quite happy, for in this platter they are afforded two chances instead of one to snatch the coins. . . . **Johnny Ace** and the flip side of his "Pledging" deal getting stronger and stronger. It's a cute little novelty blues reading that really swings. Dig it and you'll see just what we mean. . . . **Richard Berry** and "Please Tell Me" just the thing to round out an evening of digging the disc. . . . **Eddie Heywood** drops by to let us know about the many vocal versions of his "Land Of Dreams" which are due to hit the market sooner than soon. . . . **Joe Turner's** "Flip, Flop, & Fly", **Ray Charles'** "I Got A Woman" chartbuster, **The Cardinal's** "Door Is Still Open, "It May Sound Silly" starring **Ivory Joe Hunter** and **Arnett Cobb's** exciting "Flying Home Mambo" has the Atlantic front office jumping about like mad. . . . **Dean Barlow** and "I'll String Along" steadily climbing. . . . "Most Of All" the latest by **The Moonglows** doing likewise. . . . **Johnny Sparrow** and "Sparrow's Nest" blazing away and away. . . . "Boom Diddy Wa Wa" presents **Junior and Marie** in top form. **Louis Jordan** resting in the country cool breezes before moving into the cutting rooms. . . . **The Midnighters** taking time off for a quick breather before hitting the open roads once again as the other half of the big deal which also spotlights the dynamic **Arnett Cobb** and crew. . . . **Buddy Johnson** and sister **Ella** hitting once again. This time it's "If You Would Only Say You're Sorry" B/W "Alrighty, Okay". . . . **The Swallows** and "My Baby" starting to move skyward. . . . **Hal Jackson, Lloyd Williams, Sara Lou & Buddy** and **Vic Bozeman**, all of W.L.I.B. keeping things good and groovy over at that station.

SAVOY HAS THE ORIGINAL!
only NAPPY can render the "Lill-Lil!" in his original version!
"DON'T BE ANGRY"
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Savoy 1155
For both POP and R & B BUYERS!

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"WHEN DID YOU LEAVE HEAVEN"
LITTLE JIMMY SCOTT Savoy 1154

AND, ANOTHER SAVOY HIT!
"RAIN OR SHINE"
BIG MIKE Savoy 1152

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HI GANG!
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MOA CONVENTION
Lester Sill
Jack Levy
WATCH FOR OUR MOA SPECIAL!
"I GOTTA NEW CAR"
by
E. Groves & Band
# 114

"I LOVE PARIS"
b/w
"One Kiss"
THE ROBINS
# 113

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Much Ado About Nothing!

Where Are All Those Dirty Lyrics We've Been Hearing About?

NEW YORK—There's been a great fuss lately about so-called dirty lyrics in Rhythm and Blues songs.

No one will deny that some lyrics in R&B are suggestive—just as some lyrics in Pop and any other field are off-color. However, it has been our observation that Rhythm and Blues songs which become popular among the general public have as clean lyrics as any other song that is played on the juke boxes and on the air today. There is no responsible A&R man, no major record company that would knowingly cut questionable lyrics. It would be folly for them to do so.

The cry against R&B lyrics obviously comes from those well entrenched sources who hesitate to encourage any competition and who really can't understand any other forms than the ones to which they have become accustomed.

In an effort to find out just what is dirty in current R&B songs, we have gathered together the top tunes from the field which are currently making noise in pop charts and reprint them herewith.

We don't by any means claim that these are the best lyrics we've ever read or the most sophisticated or the most intelligible. However we do claim that as far as smut or double entendre is concerned, you will find none in all these lyrics combined, which is more than we can say about almost any Broadway musical in the last twenty years.

Baton
A NATIONAL HIT!
"LONELY NIGHTS"
b/w "OO WEE"
THE HEARTS
BATON 208
BATON RECORDS, INC.
108 W. 44th ST. N. Y. C.

WATCH FOR FORTUNE #516!

THE DIABLOS' GREAT NEW
ROCK 'N ROLL SMASH!
"DADDY ROCKIN' STRONG"
backed with another rocker
"REMEMBER WHAT YOU
DID LAST NIGHT"
FORTUNE RECORDS
11629 Linwood Detroit 6, Mich.

SINCERELY

Sincerely, Oh! yes, Sincerely, 'cause I love you so dearly, please say you'll be mine. Sincerely, Oh, you know how I love you, I'll do anything for you, please say you'll be mine. Oh, Lord, won't you tell me why I love that fella so, he doesn't want me, Oh, I'll never, never, never, never let him go. Sincerely, Oh, you know how I love you, I'll do anything for you, Please say you'll be mine.

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TWEEDLEE DEE

Tweedlee, Tweedlee, Tweedlee Dee, I'm as happy as can be; Jiminy Crickets, Jiminy Jack, You make my heart go clickity clack, Tweedlee, Tweedlee, Tweedlee Dee. Tweedlee Dee, Tweedlee Dee Dee, Give it up, give it up, give your love to me. Tweedlee Dot, Tweedlee Dee Dot, Gimme, gimme, gimme, gimme, give me all the love you got. Humty, un bum bum. Tweedlee, Tweedlee, Tweedle Do, I'm a lucky so and so; Hubba hubba honey do, I'm gonna keep my eyes on you, Tweedlee, Tweedlee Tweedlee Do.

Tweedlee, Tweedlee, Tweedlee Dot, How you're gonna keep that honey you got? Hunkies, hunkies, pieces, bite, I'm gonna see my honey tonight, Tweedlee, Tweedlee, Tweedlee Dot. Tweedlee Dum, Tweedlee De Dum, Give that kiss to me before you go; Tweedlee Dum, Tweedlee Dee Dum, Lookie, lookie, lookie, lookie, look at that sugar plum. Humty um bum bum. Tweedlee, Tweedlee, Tweedlee Dum, You're as sweet as bubble gum; Mercy, mercy puddin' pie, You've got somethin' that money can't buy, Tweedlee, Tweedlee, Tweedlee Dum.

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KO KO MO

Talk to be baby, whisper in my ear. Talk to me baby, whisper in my ear. Come a little closer don't have no fear. Don't you know I love you so-o. Don't you know I love you so-o. When I holler hey, hey Ko Ko Mo.

Heard what you told me, heard what you said. I heard what you told me, heard what you said. Don't worry my pretty, won't lose my head. Don't you know I love you so-o. Don't you know I love you so-o. When I holler hey, hey Ko Ko Mo.

Dimples on her elbows, dimples on her knees. There's dimples on her elbows, dimples on her knees. She thrills and thrills me with just a little squeeze. Don't you know I love you so-o. Don't you know I love you so-o. When I holler hey, hey Ko Ko Mo.

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EARTH ANGEL

Earth Angel, Earth Angel, Will you be mine, My darling, dear, Love you all the time. I'm just a fool, a fool in love with you. Earth Angel, Earth Angel, The one I adore, Love you forever and ever more. I'm just a fool, A fool in love with you. I fell for you, and I knew the vision of your love's loveliness, I hope and I pray That some day I'll be the vision of your happiness. Earth Angel, Earth Angel, Please be mine, My darling, dear, Love you all the time. I'm just a fool, A fool in love with you.

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HEARTS MADE OF STONE

Hearts made of stone will never break, for the love you have for them, they just won't take. You can ask them please, please, please, please break and all of your love is there to take. Yes, hearts of stone will cause you pain, although you love them, they'll stop you just the same. You can ask them, please, please, please, please break and all of your love is there to take. But they'll say, no, no, no, no, no, no, no, no, no, no, no, no, no ev'rybody knows, I thought you knew hearts made of stone.

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PLEDGING MY LOVE

Forever, my darling our love will be true, always and forever, I'll love just you. Just promise me, darling your love in return, make this fire in my soul, dear, forever burn. My heart's at your command, dear, to keep, love, and to hold. Making you happy's my desire dear, keeping you is my goal. I'll forever love you, the rest of my days. I'll never part from you and your loving ways.

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IT MAY SOUND SILLY

It May Sound Silly for me to say this, After the way you broke my heart, But I still love you, although we are apart. It May Sound Silly to say I miss you, I must confess that this is true, I want you only, 'cause no one else will do. The day we quarreled and you left me, Before you walked out thru the door, I wanted to tell you how much I'd miss you, But my pride wouldn't let me tell you so. It May Sound Silly, but if you phoned me and asked forgiveness for doing me wrong, It May Sound Silly, but I'd be waiting with open arms.

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ROCK LOVE

You got to have Rock Love deep in your heart. You got to have Rock Love before you start. So when temptation tries to move your soul, the rock of love won't let you roll, When idle gossip pulls your arm and the clouds of doubt begin to form, Rock Love will weather the storm. You got to have Rock Love to call your own. It's got to be Rock Love as solid as stone. So when the strong winds blow and the waters shift, the rock of love won't let you drift. When ev'rybody turns you down and a friend in need just can't be found, Rock Love is always around.

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THE WALLFLOWER
(Dance With Me Henry)

Hey baby! What do I have to do? To make a hit with you. You gotta Dance with me Henry, All right baby, Dance with me Henry, Don't mean maybe, Dance with me Henry any old time, Dance with me Henry, Don't change my mind. Dance with me Henry, Alright You better dance while the music goes on While the cats are ballin' You better stop your stallin' You gotta swing it by the hour, Or you're gonna be a Wallflower, Dance with me Henry. You better dance while the music goes on. Oo oo oo oo wee! Henry come and dance with me. You better feel that Boogie Beat, and get the lead out of your feet. Dance while the music goes on.

Jump with me Henry, Don't mean maybe, Rock with me Henry Any old time, Talk with me Henry, Don't change my mind. Dance with me Henry, Alright you better dance while the music goes on If ya don't start tryin' You're gonna end up cryin' If ya learn some dancin' Well ya' might have a change then, Dance with me Henry. You better dance while the music goes on. Oo oo oo oo wee! Henry come and dance with me. You better feel that Boogie beat, and get the lead out of your feet. Dance while the music goes on.

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MOST OF ALL

Most of all, I want your warm embrace, no one can take your place, I need you most of all. Most of all, I want your sweet caress, truly, I must confess, I need you most of all. When I sleep at night, I dream wonderful, wonderful dreams of you, and when I awake, No one is there and that's why That's why I'm blue now, most of all, the one thing that I miss, the way we used to kiss I need you most of all.

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4 EXCITING NEW ARTISTS FOR THE MONEY

Greetings Music Operators Of America

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CORAL 61364

HELEN HALL
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"WASTED LIFE"
b/w
"HONKY TONK HUSBAND"
CORAL 61359

THE BELEW TWINS
singing
"BEWARE OF SPEEDY GONZALES"
b/w
"SHE WADED IN THE WATER"
CORAL 61360

THE TEXAS STOMPERS
playing
"PINEAPPLE PUSH"
b/w
"DOUBLE EAGLE STOMP"
CORAL 61361

Here are CORAL RECORDS' bid for the Country & Western next Top Money Makers. Latch on to them for your share.

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FOLK SINGERS

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KITTY WELLS

sings

"MAKING BELIEVE"

b/w

"WHOSE SHOULDER WILL YOU CRY ON"

DECCA 29419; 9-29419

GOING GREAT

KITTY WELLS — RED FOLEY

"AS LONG AS I LIVE"

B/W "MAKE BELIEVE"

DECCA 29390; 9-29390

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singing

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"ROSE MARIE"
●
"SECRET LOVE"
●
"SINGING HILLS"
●
"WHEN I GROW TOO OLD TO DREAM"
●
"BEAUTIFUL DREAMER"
●
"THERE'S A RAINBOW IN EVERY TEARDROP"
●
"WHY"
●
"MY HEART IS BROKEN IN THREE"
●
"CHINA DOLL"
●
"LOVE SONG OF THE WATERFALL"

Slim Whitman

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b/w

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Imperial Records

Featured Star
KWKH
"LOUISIANA HAYRIDE"

American Music Becomes National Rather Than Regional

For many years now, *The Cash Box* has suggested, advocated and described proper programming procedures for juke box operators. We have done it so often and with such intensity, that today almost all operators who know their business have a proper conception of commercial programming material. They know that in any one location there are many different types of customers who want to hear many different types of music. There is no longer a location in which only one kind of record can be played. American tastes are becoming more and more integrated so that almost everyone who is exposed to music has a variety of tastes. That lesson has been learned by juke box operators. And proudly we feel that *The Cash Box* has had a great deal to do with it.

But it seems not yet to have been learned by retail dealers.

Today the musical picture is changing so fast that any retailer who doesn't keep up with the latest developments is losing an untold amount of sales.

The change that is taking place is an acceleration of the rate at which American music is becoming national rather than regional.

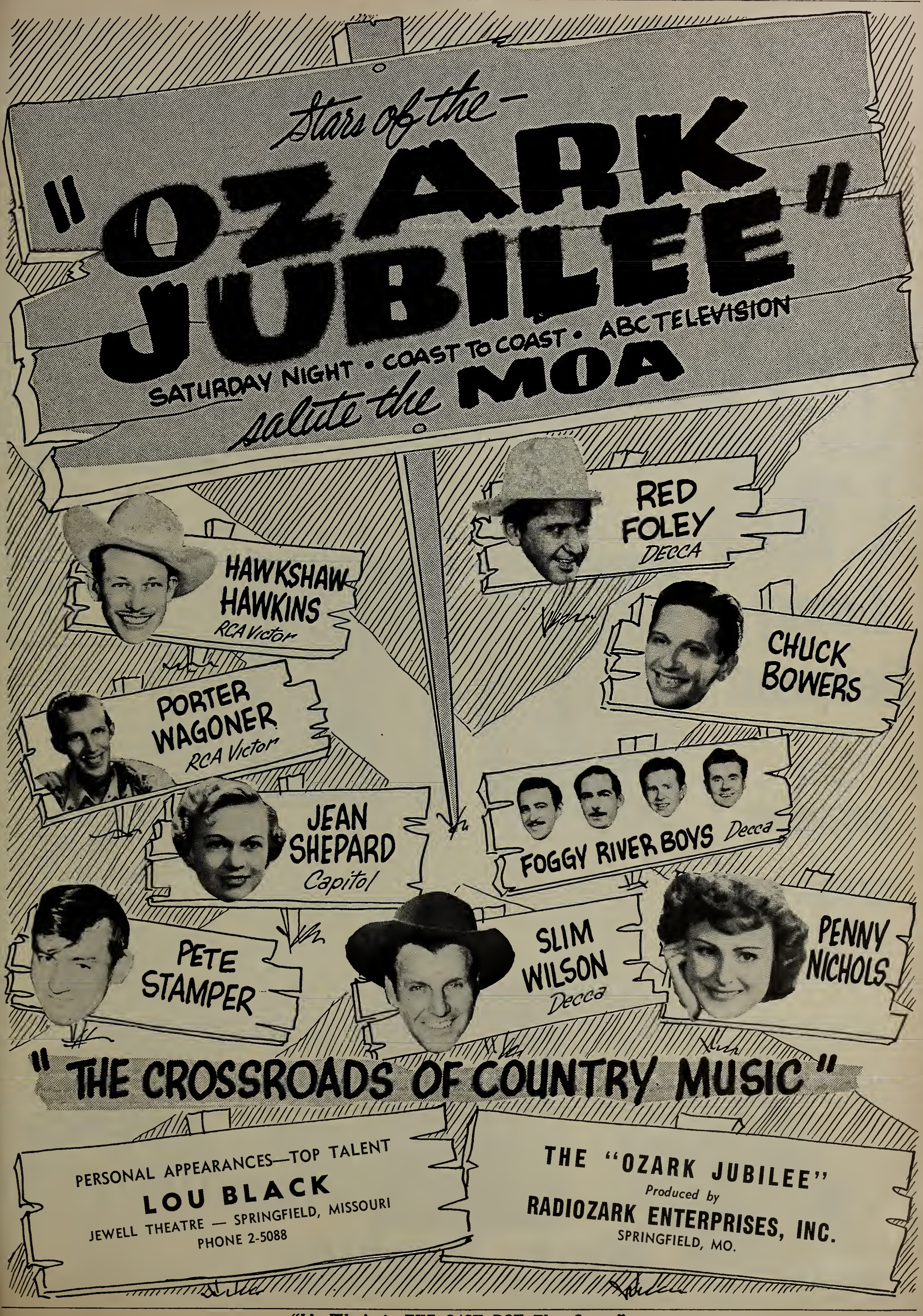
The juke box, the radio, television and the movies have all contributed to this process. And the end result is that rhythm and blues music no longer is limited to what used to be considered a rhythm and blues audience. Folk music is no longer limited to a regional audience. And pop music is popular all over the nation. A hit tune is a hit in every state, in every corner of the country.

The meaning of all this is that people are fast recognizing that the tastes of other people in other regions are as valid as their own. And with an open mind, they are learning to appreciate qualities which they never could see before.

As we said this has become most noticeable in the recent popularity of R&B music among pop audiences. Today many of our hit tunes are taken from that field just as many pop records are in top positions in R&B regions.

The implications for the music business in this tendency are tremendous. For a whole new area of appreciation is being opened up. It means that there will be a greater freedom in the writing of songs. There will be records that will appeal to a much wider segment of the population and therefore will be able to sell in larger quantities. And finally it means that American tastes are becoming broader, embracing the music of all America rather than just part of it.

Retail record stores in many areas still have this great lesson to learn. For the most part, juke box operators already know it. The sooner the storekeepers know it, the sooner they will be doing their part to spread American culture in the fullest sense of the word and the sooner will they be expanding their own possibilities for greater business and greater profits.



Stars of the

"OZARK JUBILEE"

SATURDAY NIGHT • COAST TO COAST • ABC TELEVISION

salute the MOA

HAWKSHAW HAWKINS
RCA Victor
RED FOLEY
Decca
CHUCK BOWERS
PORTER WAGONER
RCA Victor
JEAN SHEPARD
Capitol
FOGGY RIVER BOYS Decca
PETE STAMPER
SLIM WILSON
Decca
PENNY NICHOLS

"THE CROSSROADS OF COUNTRY MUSIC"

PERSONAL APPEARANCES—TOP TALENT
LOU BLACK
JEWELL THEATRE — SPRINGFIELD, MISSOURI
PHONE 2-5088

THE "OZARK JUBILEE"
Produced by
RADIOZARK ENTERPRISES, INC.
SPRINGFIELD, MO.

Thanks
moa

Best Wishes
For A Big Convention

Jimmy Newman

Latest release

"DAY DREAMING"

b/w

"CRYING FOR A PASTIME"

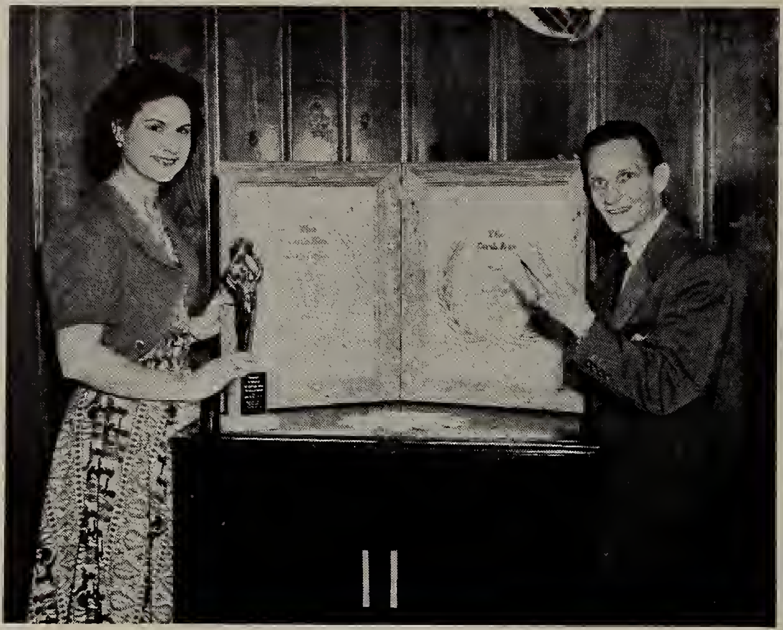
DOT # 1237

FEATURED STAR
KWKH
"Louisiana Hayride"

Dot
RECORDS

Dot
RECORDS

"Best Female Vocalist of 1954"



NASHVILLE—Kitty Wells, voted the "Best Country Female Artist of 1954" by the music operators of America in the ninth Cash Box poll, is pictured displaying her award as Charlie Lamb of The Cash Box points out that Kitty also won the most programmed country female vocalist award in The Cash Box Disk Jockey Poll for 1954. In addition Kitty won the most programmed country female vocalist award in The Cash Box Disk Jockey Poll for 1953.

"Best Country Song"

NASHVILLE — One of the "Best Country Songs of 1954" in The Cash Box Poll was "Slowly" as recorded by Webb Pierce for Decca. Charlie Lamb commemorates the achievement by presenting a trophy to Jim Denny, publisher of the song. Denny's son, Bill, is present to share the honors.

"Best Country Artist"

NASHVILLE — Webb Pierce was voted the "Best Country Artist of 1954" in the Ninth Annual Cash Box Poll, in addition to having the "Best Country Record". Above Charlie Lamb presents the Grand Ole Opry star with his award. In 1953, Webb also won the "Best Country Artist" award presented by The Cash Box.

THANKS
M
O
A
for
"THAT'S
ALL RIGHT"

Hope you like
these . . .
"PRAY FOR
ME MOTHER
OF MINE"
b/w
"DADDY LOVES
YOU, DADDY'S
NEAR"
COLUMBIA
# 21388

Marty Robbins

LOWERY MUSIC
Extends Best Wishes
MOA

Here's Our Latest
JIM WILSON
"THE FARMER AND THE LORD"
Mercury 70571; 70571x45

★ ★

KENNY LEE
"CRY OF A LONESOME MAN"
RCA Victor 6018

★ ★

WESLEY TUTTLE
"PENNY LOVE AFFAIR"
Capitol 3072

★

LOWERY MUSIC CO.
P. O. BOX 1027
ATLANTA, GEORGIA

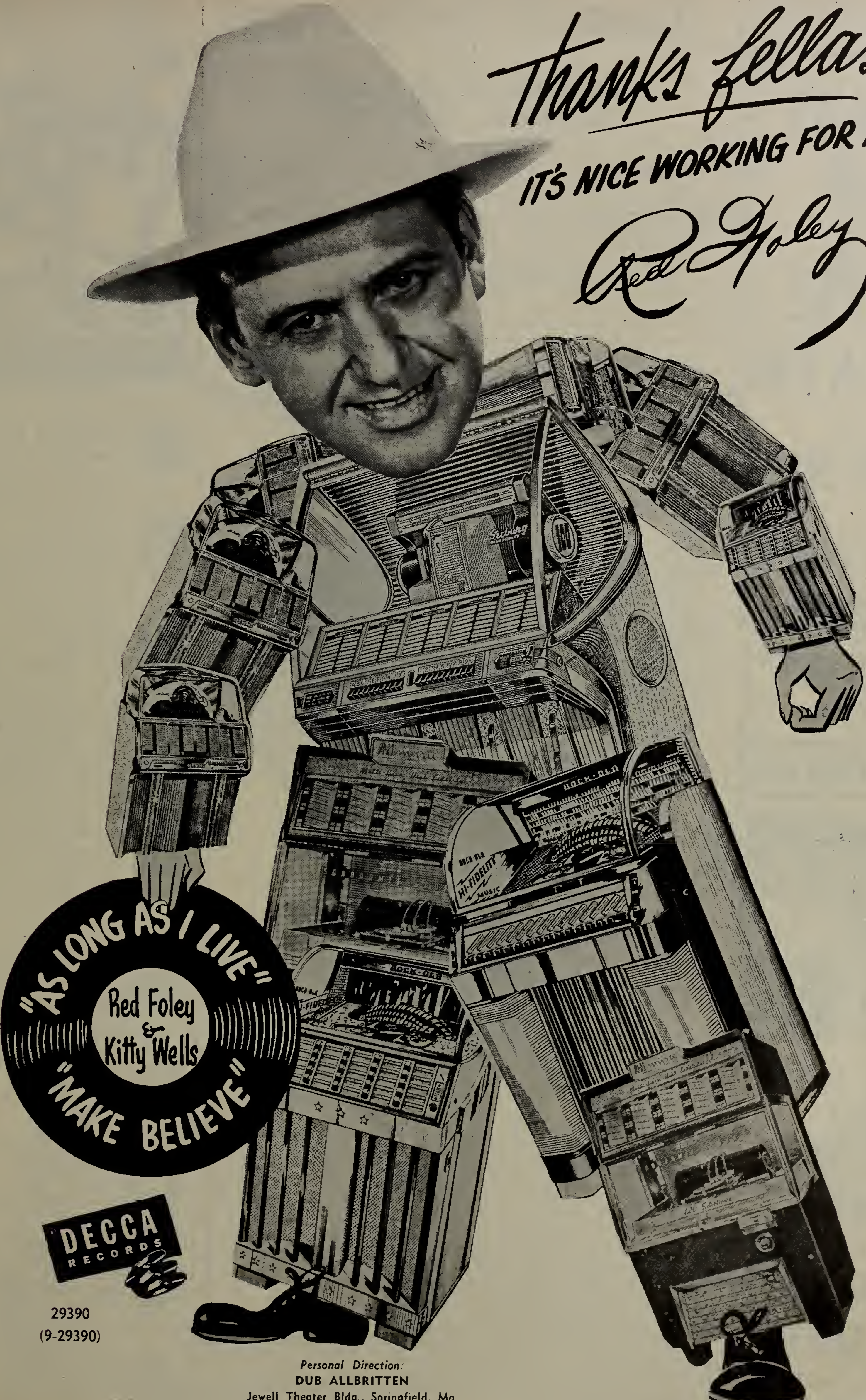
THANKS OPS!
Breakin' wide open . . .
EDDIE DEAN
c&w "IMPATIENT BLUES" b/w
"CRY OF A BROKEN HEART"
188 & 188-45
gospel "WALK BESIDE ME" b/w
"BLESSED ARE THEY"
199 & 199-45
Two Terrific Sides
LONNIE BARRON
"YOU'RE NOT THE FIRST GIRL"
b/w "SENTIMENTAL ME,
SENTIMENTAL SHE"
201 & 201-45
SAGE & SAND RECORDS
5653½ Hollywood Blvd.
Hollywood 28, Calif.
Phone HOllywood 91527

BULLSEYE of the WEEK
FARON YOUNG
"LIVE FAST, LOVE HARD,
DIE YOUNG"
CAPITOL # 3056
CENTRAL SONGS, INC.
6308 SUNSET BLVD., HOLLYWOOD 28, CALIF.

Thanks fellas-

IT'S NICE WORKING FOR YA!

Red Foley


"AS LONG AS I LIVE"
Red Foley & Kitty Wells
"MAKE BELIEVE"
Seeburg
ROCK-OLA
HI-FIDELITY MUSIC

DECCA RECORDS

29390
(9-29390)

Personal Direction:
DUB ALLBRITTEN
Jewell Theater Bldg., Springfield, Mo.
Phone 52233

TOP FOR THE OPS

JIMMY LEE

and

WAYNE WALKER

singing

"LOVE ME"

b/w

"LIPS THAT KISS SO SWEETLY"

CHESS 4863

GRAB THE COINS WITH

JACK FORD

singing

"YANKEE DIME"

b/w

"TEACH ME TO LOVE"

CHESS 4864

CHESS RECORD CORP 4750-52 Cottage Grove Ave.
Chicago 15, Illinois

"Thanks To The Operators"

By

Lou Black, General Manager
Top Talent, Inc., Springfield, Mo.

My missus thanks you . . . my two youngsters thank you . . . I thank you . . . and my stockholders thank you . . . Yes, everybody who derives something from this fellow's efforts at booking country music talent should this week make a deep bow in the direction of "Mr. Music Operator U.S.A." Not just because the operator is the key source of promotion of such artists in my stable as Red Foley and Jean Shepard, but—equally important—because the operator is our firm's most reliable predictor of whether a given personal appearance attraction will draw in his locality. For my money, he's better than a crystal ball!

I've heard it said that advice is cheap; and certainly there's no shortage of folks willing to spill forth words of wisdom on the subject of a recording artist's dollars-and-cents popularity at the boxoffice. But worth its weight in gold is the opinion of a man who's in a position to really know. And I have discovered that the operator, even more so than the record store man, is in a position to know the public's tastes. Perhaps this is because many of the potential showgoers are not record buyers, but nearly everybody is a jukebox customer at one time or another.

Oftentimes, the advice I receive from an operator is more than just a "Yes, I feel that your attraction will draw here" or a "No, it won't". . . . Many have offered such sound suggestions as, "I think that boy, Porter Wagoner, would help your bill in this area, after the way folks went for his 'Company's Comin','" or "You're missing a good bet by not having Hawkshaw Hawkins on that show." And darned if acting on these suggestions hasn't paid off!

My profound respect for the operator stems not only from the cooperation he has shown me, but also from my observation of his abilities as a real promoter-type of businessman in his own right. My hat is off, for example, to such fellows as the midwestern operator who always attends my shows with a pencil and notebook in hand. During the course of the performance he takes down the title of every song sung by each recording act; traveling back through his territory a week or so later you'll find many of these numbers on his boxes. And he tells me that if I have had a good house for my show, he can fully expect good business (from my ticket-buyers) on nearly all of the records, old and new alike, which were performed on the show.

More power to you, Ops!

THE 10 TOP
THE CASH BOX Country Best Sellers

1. IN THE JAILHOUSE NOW
   Webb Pierce
   (Decca 29391; 9-29391)
2. LOOSE TALK
   Carl Smith
   (Columbia 21317; 4-21317)
3. MAKING BELIEVE
   Kitty Wells
   (Decca 29149; 9-29149)
   Jimmy Work
   (Dot 1221; 45-1221)
4. IF YOU AIN'T LOVIN'
   Faron Young
   (Capitol 2953; F-2953)
5. I'VE BEEN THINKING
   Eddy Arnold
   (RCA Victor 20-6000; 47-6000)
6. ARE YOU MINE
   Ginny Wright & Tom Tall
   (Fabor 117; 45-117)
   Myrna Lorrie & Buddy DeVal
   (Abbott 172; 45-172)
7. MORE AND MORE
   Webb Pierce
   (Decca 29252; 9-29252)
8. HEARTS OF STONE
   Red Foley
   (Decca 29375; 9-29375)
9. BALLAD OF DAVY CROCKETT
   Tennessee Ernie Ford
   (Capitol 3058; F-3058)
   Mac Wiseman
   (Dot 1240; 45-1240)
10. MAKE BELIEVE
   Kitty Wells & Red Foley
   (Decca 29390; 9-29390)

THE TEN COUNTRY RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

(PLUS THE NEXT FIVE)

1. IN THE JAILHOUSE NOW	Webb Pierce (Decca)
2. MAKING BELIEVE	Kitty Wells (Decca) Jimmy Work (Dot)
3. ARE YOU MINE	Ginny Wright & Tom Tall (Fabor) Myrna Lorrie & Buddy DeVal (Abbott)
4. LOOSE TALK	Carl Smith (Columbia)
5. IF YOU AIN'T LOVIN'	Faron Young (Capitol)
6. HEARTS OF STONE	Red Foley (Decca)
7. LIVE FAST, LOVE HARD, DIE YOUNG	Faron Young (Capitol)
8. LET ME GO, LOVER	Hank Snow (RCA Victor)
9. I'VE BEEN THINKING	Eddy Arnold (RCA Victor)
10. AS LONG AS I LIVE	Kitty Wells & Red Foley (Decca)

11) THAT'S ALL RIGHT. 12) BALLAD OF DAVY CROCKETT. 13) I DREAMED OF A HILLBILLY HEAVEN. 14) KISSES DON'T LIE. 15) DAYDREAMIN'. 15) SINCERELY. 15) WAIT A LITTLE LONGER, PLEASE JESUS.

THE CASH BOX Reports THE NATION'S BIG 10 Country JUKE BOX TUNES

1. **IN THE JAILHOUSE NOW**
   Webb Pierce
   (Decca 29391; 9-29391)
2. **IF YOU AIN'T LOVIN'**
   Faron Young
   (Capitol 2953; F-2953)
3. **LOOSE TALK**
   Carl Smith
   (Columbia 21317; 4-21317)
4. **ARE YOU MINE**
   Ginny Wright & Tom Tall
   (Fabor 117; 45-117)
   Myrna Lorrie & Buddy DeVal
   (Abbott 172; 45-172)
5. **MAKING BELIEVE**
   Jimmy Work
   (Dot 1221; 45-1221)
   Kitty Wells
   (Decca 29419; 9-29419)
6. **HEARTS OF STONE**
   Red Foley
   (Decca 29375; 9-29375)
7. **I'VE BEEN THINKING**
   Eddy Arnold
   (RCA Victor 20-6000; 47-6000)
8. **MORE AND MORE**
   Webb Pierce
   (Decca 29252; 9-29252)
9. **LET ME GO, LOVER**
   Hank Snow
   (RCA Victor 20-5960; 47-5960)
10. **KISSES DON'T LIE**
   Carl Smith
   (Columbia 21340; 4-21340)

Thanks Op's!

for helping make my newest release a double-barreled hit!

IF LOVIN' YOU IS WRONG

ANNIE OVER

Hank Thompson

Humpty
Dumpty

RECORD NO. 3030

Capitol RECORDS

See you at the
MOA
CONVENTION

BEST WISHES
MOA
Thanks
FOR THE PLAYS
Sincerely

from
MAY
HAWKS
("That Gal And Her Guitar")
singing
"DON'T LET THEM SEE MY FACE"
b/w
"PASTIME GIRL"
"X"-0084; 4X0084
●
Personal Mgt.
NORMAN J. O'NEILL
17301 FREELAND AVE.
DETROIT 35, MICH.
Phone: UNiversity 3-7673
"X"
RECORDS

Ed McLemore Overcame Many Obstacles To Establish Big "D"

DALLAS—Ed McLemore is one man who has faith in the folk music business. The long-time Dallas wrestling promoter, who is responsible for a lot of the nation's entertainment through his nationally distributed "Texas Rasslin'" films, is a veteran nine year producer of Dallas' Big "D" Jamboree and the entrepreneur of many touring country music shows at his Dallas Sportatorium.

The fabulous promoter of the Southwest is now giving full time promotion to the famed Big "D" Jamboree and to its fifty or more established and promising artists. McLemore's determination and skilled promotion should aid considerably in the bright future of his many stars.

To understand McLemore's directiveness, consider his continuance in the folk music business despite many obstacles. For one thing, fire destroyed his old Sportatorium in May of 1953. The fire occurred on a Friday preceding the regular Saturday night presentation of the Jamboree. But the show went on. McLemore rented a building on the state fair grounds in Dallas and the show was unreeled on schedule the following day to keep intact his never-missing policy. Throughout the summer, the Jamboree was held at the fair grounds while a costly new Sportatorium was being erected on the site of the former Dallas landmark.

The new building, modern in every detail, cost McLemore hundreds of thousands of dollars. But, up it went, and the Jamboree returned in a new building especially designed for the staging of the show. Fate intervened again, and for some reason—a reason that baffled many a physicist—the new Sportatorium had a major sound problem. The construction of the building, while being sound engineering-wise, created a severe sound problem.

The singers could not be heard from the stage. The answer was a costly one—a complete installation of the building's now famous "Circa Sonic" sound system—at a cost to McLemore of $10,000.00! But in it went and the Jamboree was back in business.

McLemore has paid more than anyone else to bring the best in folk music to Dallas. His Jamborees always draw over three-thousand people. The average would be closer to the 5,000 mark. Bargain admission prices of 60 and 30 cents still prevail without a markup for over five years despite the cost to McLemore.

Originally a two hour show with 30-minute air time in its inception, the Jamboree is now a full production, four hour program with all but a half hour aired over powerful KRLD—50,000 watts of Dallas. Every third week the Jamboree is featured coast-to-coast on the CBS Country Style network programing. KRLD, covers 34 states in itself. The Jamboree is also on KRLD-TV on Saturday and Sunday afternoons in smaller productions, but still highly rated for such a booming metropolitan city such as Dallas.

McLemore has access to the nation's top stars of other shows, but has steadfastly built his own top-rated program. Now, Sonny James, Hank Locklin, Charline Arthur, Doug Bragg, The Belew Twins, Helen Hall, Joe Bill, Riley Crabtree and LaFawn Paul—to name a few—are listed as 'regulars'. And top stars such as the Maddox Brothers and Rose, Tommy Duncan, Slim Whitman, Jimmy Davis, The Davis Sisters, and many others, are frequent guest artists. Johnny Hicks and John Harper are co-producers and M.C.'s and have a tie in with Trinity Publishing Company for their songwriting. The show is staffed by two bands—a combination of which record for Coral as "The Stompers". Some of the original Jamboree members are still the show's favorites, although "new talent" has been the theme recently.

The Jamboree alumni includes such names as Hank Snow, Lefty Frizzell, Jimmy and Johnny, Gene O'Quinn and many more. Present day stars such as Webb Pierce, Faron Young, The Carlisles and others got quite a boost during their earlier days as Jamboree visitors.

One thing for sure, the Jamboree is growing—and growing. The Jamboree mast-head now reads — "The Southwest's Biggest, Boldest, Oldest and Best Country Music Attraction—Just Like Texas, It Get's Bigger Every Time You Hear About It". That's not all bragging. Keep your eye on McLemore's Big "D" Jamboree.

"How High The Hayride"

By Henry Clay
General Manager KWKH

The future of the Louisiana Hayride is unlimited. Folk music has always had its followers and will always be one of the most popular forms of expression. KWKH has been a leader in the folk music industry since the first day it began broadcasting. When other radio stations refused to play so called "hillbilly music", KWKH was airing regular programs by such stalwarts as the "Sunshine Boys", "Jimmie Davis", "Bob and Joe Shelton" and an endless number of well known singers. To mention the wonderful entertainers who have appeared on KWKH would fill a goodly portion of The Cash Box. In the first days of radio, when KWKH was very young, most of your folk music fanciers were in the country but in this day and time they come from all walks of life and are just as apt to live in the city as in the rural areas. This is reflected by the fact that the Louisiana Hayride attracts a whopping 65 per cent of the listeners in the city of Shreveport. Suffice it to say, the percentage is even greater in the rural areas. We have extensive plans for putting the hayride on TV. Filming the hayride and offering it on an open end basis is being thoroughly investigated. There is a distinct possibility that a half hour of the Louisiana Hayride will be aired each Saturday night on the CBS radio network. The hayride is now heard every third Saturday on "Saturday Night, Country Style". It is interesting to note that the hayride has developed more lasting talent than any other show of its type in the world. KWKH's Louisiana Hayride will continue to be "The Cradle Of The Stars".

"DON'T YOU FLIRT WITH ANYONE ELSE"
• coming up fast •
Dealers — Distributors
Sage & Sand Records
5653½ Hollywood Blvd.
Hollywood 28, Calif.
HO 9-1527
Hal—Sothern
Hi—Wayne & Hal
The Frontiersmen

MOA Special
TOMMY COLLINS
"IT TICKLES"
B/W
"LET DOWN"
CAPITOL # 3082
CENTRAL SONGS, INC.
6308 Sunset Blvd., Hollywood 28, Calif.

Hayride Star

Seeburg
J. P. SEEBURG CORP.
CHICAGO, ILL.

SHREVEPORT, LA. — Slim Whitman, Louisiana Hayride star, poses here with a Seeburg 100 machine.

JIMMY WORK
singing
"MAKING BELIEVE"
Dot 1221

A GREAT COUNTRY BALLAD
RAY PRICE
singing
"ONE BROKEN HEART"
Columbia 21354
CEDARWOOD PUBLISHING CO.
146 7th Ave. N, Nashville, Tenn.

JIMMIE WILLIAMS
SINGS
on MGM
"NO ONE KNOWS"
b/w
"These Blues Over You"
White Oak Music-BMI
7771 Cheviot Rd., Cincinnati 11, O.

Best Wishes MOA

Sincerely,
CHET ATKINS
RCA Victor Records

Country Doings

COLUMBUS, MO.—Solving a pre-show problem on RadiOzark's "Ozark Jubilee", singing star and host Red Foley is shown here huddling with Director Bryan "Walt" Bisney (left) and assistant Director Fred Rains.

NASHVILLE—The latest group of artists to enter into a "package show" arrangement is Capitol's Martha Carson, Capitol's Ferlin Huskey, and Mercury's Bill Carlisle. X. Cosse, at the extreme right, is personal manager for Martha and Bill. Cosse is exclusive booking agent for Huskey. Bob Ferguson, absent from the picture, is Huskey's personal manager.

SHREVEPORT—At a recent get-together, former governor of Louisiana, and Decca recording artist, Jimmie Davis, hosted a group of friends at his home. After dinner, the fellows all joined together for some "old-time" singing! Pictured around the piano, left to right, are Horace Logan, Program Director of KWKH and producer of the "Louisiana Hayride"; Norm Bale of KWKH; Ray Bartlett, Slim Whitman's personal manager; Bob Strack of KWKH; Wilbur D. Atkins, Assistant Attorney General of the state of Louisiana, and Jeff Dale of KENT. Jimmy Davis (Decca) and T. Tommy Cutrer (Mercury) of KCIJ lead the singing!

ANOTHER
CARLISLE
COIN-CATCHER
THE CASH BOX
BULLSEYE of the WEEK
The
Carlisles
singing
"RUSTY OLD HALO"
b/w
"IT'S BEDTIME BILL"
Mercury 70544; 70544 x 45

BEST WISHES
MOA
MEMBERS
THANKS FOR YOUR HELP
Sincerely
BILL CARLISLE

Featured On
Grand Ole Opry
WSM—TV
●
Personal Mgt.
X. COSSE
3415 TRIMBLE ROAD
NASHVILLE, TENN.
Phone 9-9904

It's a pleasure to extend my best wishes
to the Music Operators of America
Gratefully

Jim Reeves

Latest Release

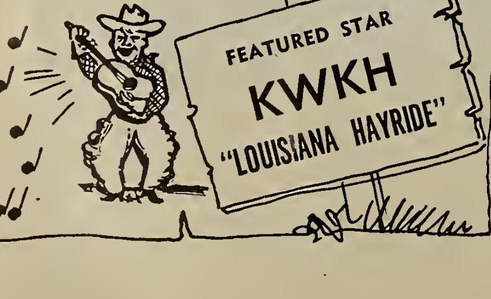
"DRINKING TEQUILA"

b/w

"RED EYED AND ROWDY"

Abbott 178
178-45

THE CASH BOX BULLSEYE of the WEEK



The Cash Box Country Reviews

- Ⓐ DISK & SLEEPER
- B+ EXCELLENT
- Ⓑ VERY GOOD
- C+ GOOD
- Ⓒ FAIR
- Ⓓ MEDIOCRE

THE CASH BOX BULLSEYE of the WEEK

"IT TICKLES" (2:28)
[Central BMI—T. & W. Collins]

"LET DOWN" (2:04)
[Central BMI—T. Collins]

TOMMY COLLINS
(Capitol 3082; F-3082)

● It appears as though Tommy Collins has come up with the sides that are gonna put his name high up on the popularity charts once again. On the top lid, Collins and his female vocal partner dish up a sprightly, quick beat cutie, dubbed "It Tickles". Lyrics tell about a neighborhood romeo whose mustache really delights the gals when he kisses them. On the lower portion, Tommy and the thrush turn in a top calibre vocal duet as they wax a fast paced, sentimental piece, labeled "Let Down". Both ends are sure to create loads of excitement in the jukes and over the counter.

ED CAMP
(Imperial 8285; X-8285)

Ⓑ "I'M TIRED OF LOVE" (2:45) [Commodore BMI — E. Camp] Smooth voiced Ed Camp gives out with a soft, sincere vocal job on this middle tempo, romantic lament. Subdued strings support the chanter.

Ⓑ "MAGNOLIA WALTZ" (2:30) [Commodore BMI—E. Camp] On the lower etching Camp sings a pretty, slow tempo waltz item. Lovely melody and lyrics.

VONNIE FRITCHIE
(Fabor 119; 119-45)

B+ "SUGAR BOOGER AVENUE" (2:14) [Dandelion BMI — D. Grashey, M. Lorrie] The talented tones of Vonnie Fritchie come over in sparkling style on a light-hearted, quick beat ditty. This gal really loves her guy. A deck to watch.

Ⓑ "THERE I STOOD" (2:24) [Dandelion BMI — R. R. McCollum] Flip half the chirp sends up an intriguing vocal on a poignant, up-tempo ballad.

BOB AND WANDA WOLFE
(King 1450; 45-1450)

Ⓑ "HOME MADE WINE" (2:22) [4 Star BMI—Wolfe, Clements, Wolfe] Newcomers to the label, Bob and Wanda Wolfe, husband and wife in real life, come up with an engaging vocal duet on a delectable, quick beat piece.

Ⓑ "FULL MOON" (2:01) [4 Star BMI — Wolfe, Clements, Wolfe] Bottom side the artists deck out a fast paced, romantic ditty in colorful style. Appealing string backdrop.

WADE RAY
(RCA Victor 20-6061; 47-6061)

B+ "EXCUSE ME" (2:37) [Springfield BMI — C. Walker] The splendid vocal stylings of Wade Ray coupled with a pleasing melody provide for a potent, coin-catcher. Could be a click side.

Ⓑ "I COULDN'T BE SO HAPPY" (2:33) [Hill & Range BMI — H. Barnes, D. Robertson] Ray warmly delivers a middle tempo, moral type item. The chanter states that happy endings are much more appreciated when preceded by sad experiences.

JEANETTE HICKS
(Columbia 21374; 4-21374)

Ⓑ "JUST LIKE IN THE MOVIES" (2:21) [Cedarwood BMI — W. Walker] Jeanette Hicks steps up to bat out a fast paced tale about a romance that didn't go according to script. Fetching instrumentation on a deck that should lure the spins.

Ⓑ "SUCH A WONDERFUL FEELING" (2:12) [Blackwood BMI—Henslee] The chirp hands in an attractive reading as she spins an upbeat love piece.

JIMMIE DAVIS
(Decca 29445; 9-29445)

B+ "I MIGHT EVEN LOSE MY MIND" [Jimmie Davis BMI—J. Davis] Jimmie Davis dishes up a fine vocal interpretation on an original, uptempo tune with touching lyrics. Melody and lyrics blend in fitting fashion. A good deck.

Ⓑ "SOMETIMES LATE AT NIGHT" (2:19) [Jimmie Davis BMI—J. Davis] Reverse platter is a middle beat weeper that Davis renders in tender style. Soft string support.

THE BELEW TWINS
(Coral 61630; 9-61630)

Ⓑ "SHE WADED IN THE WATER" (2:16) [Trinity BMI—J. Hicks] The Belew Twins take hold of some spicy material and send it across in infectious fashion. Charming harmony on this catchy, fast paced ditty.

C+ "BEWARE OF SPEEDY GONZALES" (2:13) [Trinity BMI—J. Hicks] More off-color lyrics, this time with a Latin beat. Vocal efforts are most pleasing on these debut sides.

GLENN KIRBY
(TNT 121; 45-121)

C+ "I LOVE BLUE EYES" (2:31) [TNT BMI—Riley] Glenn Kirby comes up with some effective warbling as he neatly fashions a quick tempo item with heartfelt lyrics.

C+ "TIRED" (2:42) [TNT BMI—Riley] The chanter waxes an upbeat, feelingful piece in easy-on-the-ears style. Distinctive instrumental backdrop on both halves.

The Cash Box Country Reviews

A DISK & SLEEPER
B+ EXCELLENT
B VERY GOOD
C+ GOOD
C FAIR
D MEDIOCRE

THE CASH BOX BULLSEYE of the WEEK

"LOVE ME"
[BMI—S. Lewis]

"LIPS THAT KISS SO SWEETLY"
[BMI—Davis, Collie]

JIMMY LEE and WAYNE WALKER
(Chess 4863; 45-4863)

● A few months ago, Jimmy Lee, along with Johnny Mathis, broke into the limelight with their tremendous waxing of "If You Don't, Somebody Else Will". Now Lee combines his vocal stylings with another talented performer, Wayne Walker, and it's likely that this new combo has the deck that's gonna break into the big hit category. The tune is a fast paced, toe-tappin', romantic jumper, titled "Love Me" and the boys deliver it in grade "A" fashion. Flip, "Lips That Kiss So Sweetly", is a tender, quick beat piece that the artists sing with much feeling. We like 'em both.

DON HAGGARD
(Excello 2052; 45-2052)

B "SOMEBODY CLIPPED YOUR WINGS" (2:24) [Excellorac BMI—Haggard, Don Haggard] and Judie Bass combine their voices in adept fashion as they etch an interesting, quick tempo item. The artists receive an adequate instrumental backing by the Sunset Drifters.

C+ "UNLOVED, UNWED, UNWANTED" (2:48) [Excellorac BMI—Haggard, McIntire] Haggard sings with telling effect on this end as he solos on a slow tempo, broken hearted item. Two fetching sides.

TEXAS STOMPERS
(Coral 61361; 9-61361)

C+ "DOUBLE EAGLE STOMP" (2:16) [Trinity BMI—Arr: M. Montgomery] The Texas Stompers bow on the Coral label with a slick, instrumental arrangement of a familiar march item. An enticing deck that oughta grab a heap of juke and deejay spins.

C+ "PINEAPPLE PUSH" (2:47) [Trinity BMI—M. Montgomery] On the under side the gang glides through a pleasant and melodic, tropical-flavored item in tasteful, up-beat fashion.

CARL PERKINS
(Flip 501; 45-501)

C+ "MOVIE MAGG" [Hi-Lo BMI—Perkins] Carl Perkins comes through with a zestful performance on a tantalizing, quick tempo romantic opus. Looks like the best place for Carl to woo his gal is at the Saturday night picture show.

C+ "TURN AROUND" [Hi-Lo BMI—Perkins] Under side is a slow beat, tearful item that Perkins treats to a warm reading.

RANDY ATCHER
(MGM 11954; K-11954)

B "THEM SOFT SHOULDERS AND DANGEROUS CURVES" (2:26) [Acuff-Rose BMI — Atcher] Randy Atcher makes excellent use of top drawer material as he comes up with a strong contender for honors. A spirited, fast paced piece that could happen with exposure.

B "FLYING HIGH" (2:30) [Acuff-Rose BMI—Atcher] Flip waxing is a captivating item that moves along at a solid clip. A stand-out coupling.

SONNY FISHER
(Starday 179; 45-179)

B "HOLD ME BABY" [Starrite BMI—Fisher] Sonny Fisher applies his refreshing vocal talents to an up-beat, rhythmic piece and the end result is a dandy, relaxing platter.

C+ "ROCKIN' DADDY" [Starrite BMI—Fisher] Bottom half is a quick beat, bluesy piece with a snappy set of lyrics. Two listenable decks.

SACRED

EDDIE DEAN
(Sage and Sand 199; 45-199)

B+ "BLESSED ARE THEY" (2:45) [Tune Towne BMI—T. Reiff] With the Kids Next Door harmonizing in lovely fashion, Eddie Dean and the Frontiersmen wax a "Sunday School" item in eloquent style. Potent recitation by Dean and the Kids.

B "WALK BESIDE ME" (2:37) [Sage & Sand BMI—E. Dean, D. Dean] Dean and the Frontiersmen ask for guidance from above on this heart warming sacred piece.

T. TOMMY
(Mercury 70570; 70570x45)

B+ "JESUS SAVED ME ANYWAY" (2:02) [Valley BMI—F. Wilson] The voices of T. Tommy and the Chanters are a treat to the ear as they send up a handclapping gospel item with most inspiring lyrics.

B "THERE'LL BE JOY, JOY IN HEAVEN" (1:46) [Tree BMI—Jones, Brown] T. Tommy and the Chanters let loose on this end as they knock out another grand, religious-flavored platter.

BLACKWOOD BROTHERS QUAR.
(RCA Victor 20-6048; 47-6048)

B+ "LIVE RIGHT, DIE RIGHT" (2:25) [Lion BMI—R. A. Moore] The Blackwood Brothers Quartet come over in stirring and rich fashion on a great, fast paced sacred tune. A best bet for the market.

B+ "LED BY THE MASTER'S HAND" (2:35) [Mosie Lister SESAC—M. Lister] The boys slowly and beautifully wend their way through this wonderfully moving deck.

Sincerest Thanks MOA Members

MAC WISEMAN

THE CASH BOX BULLSEYE of the WEEK

"THE BALLAD OF DAVY CROCKETT"
[Wonderland BMI—T. Blackburn, G. Bruns]
"DANGER! HEARTBREAK AHEAD"
[Robbins ASCAP—C. Stutz, C. Barefoot]
MAC WISEMAN
(Dot 1240; 45-1240)

● Mac Wiseman, whose voice is a real pleasure to the ear, comes through with one of his strongest offerings in quite a while as he fashions a potent country waxing of the current pop smash, "The Ballad Of Davy Crockett". The tune, plugged this past week for the third time on the nationally televised "Disneyland" series, is a sure bet to reach the top in both fields and Wiseman's waxing should lead the way countrywise. "Danger! Heartbreak Ahead" is another pop click that the chanter handles smoothly. It's a lovely, heartfelt ballad that makes this coupling a double threat.

For Personal Appearances
WRITE—WIRE—PHONE
P.O. Box 9467
Richmond, Va.
Phone 5-2247

Dot RECORDS

CINCINNATI CUT-UPS

A new Hillbilly weighed in Wednesday morning at Good Samaritan Hospital at nine pounds, is the new son of Mr. and Mrs. Marty Roberts emcee of WCKY's "Jamboree". It is the third son for Marty (Coral) and his wife Mary, who named him Martin Brent. Marty tells me he hopes he will grow up to be a ball player, but I assured him his son would be flipping discs just like his famous Dad. Our congratulations. * * *

Louie Innis (King) back in town this time as the new A&R head of country music at King records. * * * Ken Smith, veteran talent executive of WLW resigned this week along with his secretary Betty Blake. Ken was in charge of booking and handling hillbilly talent for many years. * * * Nice note in the mail from Billy Hayes (songwriter) whose song "Tomorrow Is Another Day to Cry" is doing well here by the Davis Sister's (Victor) and Rex Allen's (Decca) records. * * * Billy Barton (songwriter) of "Dear John Letter" has established residence here. * * * Big Jim Wilson (Mercury) has a winning cut out on "Dear Mom, I'm Thinking of You" * * * John Easton newscaster of WNOP resigned this week. * * *

Word from down Louisville way: Jimmie Williams (MGM) appeared on the Randy Atcher TV show over WHAS singing his new release "These Blues Over You" * * * Sleepy Marlin is all booked for the Square Dance Festival, May 19-21, up Canada way. He's really great on the fiddle. * * * Jimmie Osborne (King) off to Philadelphia this week end to the Hayloft * * * Allen Stevens booking the new country show at the Downs Theater along with his chore of managing Jimmie Osborne's record shop * * *.

With Lent at hand "Bless This House" is now being televised thru the Crosley chain.

A New Star Emerges
LES WALDROOP
and his
CAROLINIANS
debut on Potter with
"MOONLIGHT'S A'WASTIN'"
b/w
"I LOVE DIXIE"
Potter 1008 & 1008x45
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FRANKLIN, NORTH CAROLINA
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★ ★
HANK SNOW
THE SINGING RANGER
Current Release
"YELLOW ROSES"
b/w "WOULD YOU MIND"
RCA Victor # 47-6057
Exclusive Management COL. TOM PARKER
BOX 417 MADISON, TENN.
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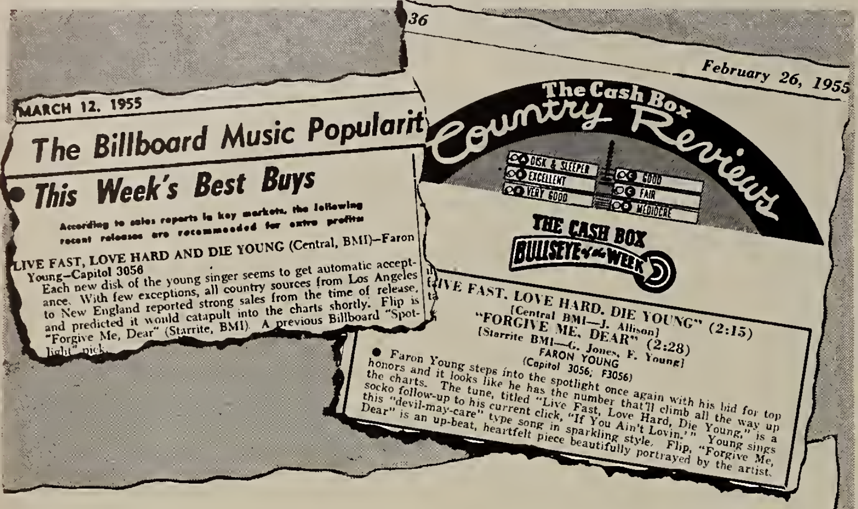
Direction Hank Snow Jamboree Attractions
TOM DISKEN — GENERAL MANAGER

. . . A SMASH COUNTRY HIT



MARCH 12, 1955

The Billboard Music Popularit

This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

LIVE FAST, LOVE HARD AND DIE YOUNG (Central, BMI)—Faron Young—Capitol 3056

Each new disk of the young singer seems to get automatic acceptance. With few exceptions, all country sources from Los Angeles to New England reported strong sales from the time of release, and predicted it would catapult into the charts shortly. Flip is "Forgive Me, Dear" (Starrite, BMI). A previous Billboard "Spotlight" pick.

36 February 26, 1955

The Cash Box Country Reviews

DISK & SLEEPER · EXCELLENT · VERY GOOD · GOOD · FAIR · MEDIOCRE

THE CASH BOX BULLSEYE of the WEEK

"LIVE FAST, LOVE HARD, DIE YOUNG" (2:15) [Central BMI—J. Allison]

"FORGIVE ME, DEAR" (2:28) [Starrite BMI—G. Jones, F. Young]

FARON YOUNG (Capitol 3056; F3056)

● Faron Young steps into the spotlight once again with his bid for top honors and it looks like he has the number that'll climb all the way up the charts. The tune, titled "Live Fast, Love Hard, Die Young," is a socko follow-up to his current click, "If You Ain't Lovin'." Young sings this "devil-may-care" type song in sparkling style. Flip, "Forgive Me, Dear" is an up-beat, heartfelt piece beautifully portrayed by the artist.

Live Fast, Love Hard, Die Young

b/w

Forgive Me, Dear

FARON YOUNG

Record No. 3056

EXCLUSIVE MANAGEMENT

HUBERT LONG

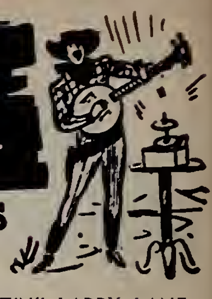
319 Seventh Ave. N. • Nashville, Tenn.

Capitol REG U S PAT OFF RECORDS

Thanks Op's

THE CASH BOX

Country Disk Jockey



REGIONAL RECORD REPORTS

TOM EDWARDS
WERE—Cleveland, Ohio

1. Davy Crockett (Wiseman/Ford)
2. Daydreamin' (Deckleman)
3. Little Tom (Ferlin Huskey)
4. Making Believe (Wells/Work)
5. Dear Mom, I'm Thinking Of You (T. Tommy & Wilson)
6. I'm Gonna Fall Out Of Love (Webb Pierce)
7. Live Fast, Love Hard, Die Young (Faron Young)
8. I've Been Thinking (Arnold)
9. No More, No More, No More (Bobby Lord)
10. Hillbilly Heaven (E. Dean)

CLARENCE KNEELAND
WICH—Jewett City, Conn.

1. Are You Mine (M. L. Deval)
2. I've Been Thinking (Arnold)
3. In The Jailhouse Now (Pierce)
4. If You Ain't Lovin' (Young)
5. Rusty Old Halo (Carlisles)
6. Would You Mind (H. Snow)
7. Pledging My Love ('Nita, Rita & Ruby)
8. Never (Red Foley)
9. Little Tom (Ferlin Huskey)
10. Let Me Go, Lover (H. Snow)

BOB McKEEHAN
KCNA—Tucson, Ariz.

1. In The Jailhouse (W. Pierce)
2. If You Ain't Lovin' (Young)
3. Open Up Your Heart (Cowboy Church Choir)
4. The Lord Is Counting On You (Cowboy Church Choir)
5. Hearts Of Stone (Red Foley)
6. Loose Talk (Carl Smith)
7. Sincerely (Johnnie & Jack)
8. Wall Around Your Heart (Al Terry)
9. Forgive Me Dear (F. Young)
10. Yellow Roses (Hank Snow)

"CHUCKWAGON CHUCK" NICHOLS
KOWB—Laramie, Wyo.

1. If You Ain't Lovin' (Young)
2. Loose Talk (Carl Smith)
3. Tomorrow's Just Another Day To Cry (Rex Allen)
4. I've Been Thinking (Arnold)
5. Sincerely (Johnnie & Jack)
6. Mr. Sandman (Chet Atkins)
7. Davy Crockett (Fess Parker)
8. Sure Fire Kisses (Tubb & Hill)
9. Hearts Of Stone (Red Foley)
10. Walkin' In The Snow (Penny & Thompson)

"UNCLE DUDE TOWLER"
WDUD—Ypsilanti, Mich.

1. Whose Shoulder Will You Cry On (Kitty Wells)
2. Rusty Old Halo (Carlisles)
3. Hillbilly Heaven (E. Dean)
4. It's A Cold, Cold Love (Earl Songer)
5. Live Fast, Love Hard, Die Young (Faron Young)
6. Conscience (J. Dickens)
7. Everlovin' (Davis Sisters)
8. Blessed Are They (E. Dean)
9. Kansas City Blues (E. Tubb)
10. Somebody Clipped Your Wings (Haggard & Bess)

LEE SUTTON
WWVA—Wheeling, W. Va.

1. Are You Mine (Lorrie & DeVal)
2. If You Ain't Lovin' (Young)
3. Loose Talk (Carl Smith)
4. Seashore Blues (Ramblin' Lou)
5. Let Me Go, Lover (Snow)
6. Little Tom (Ferlin Huskey)
7. I Feel Better All Over (Ferlin Huskey)
8. As Long As I Live (Wells & Foley)
9. I Can Read Between The Lines (Benny Martin)
10. Hillbilly Heaven (Eddie Dean)

F. M. SMITH
WBKH—Hattiesburg, Miss.

1. Live Fast, Love Hard, Die Young (Faron Young)
2. Carry On (Johnnie & Jack)
3. Rock Love ('Nita, Rita & Ruby)
4. Pledging My Love ('Nita, Rita & Ruby)
5. Lovin' Season (Sonny James)
6. Making Believe (Kitty Wells)
7. The Ghost Song (S. Holmes)
8. Cuz Yore So Sweet (Simon Crum)
9. Who Ye Primpin' Fer (Jacoby Bros.)
10. Wait A Little Longer, Please Jesus (Chester Smith)

JOLLY CHOLLY
WWEZ—New Orleans, La.

1. Wall Around Your Heart (Al Terry)
2. As Long As I Love (Wells/Foley)
3. The Next Voice You Hear (Hank Snow)
4. Carry On (Johnnie & Jack)
5. I Feel Like Crying (Fairburn)
6. In The Jailhouse Now (Pierce)
7. Kisses Don't Lie (Carl Smith)
8. What This Country Needs (Biff Collie)
9. Are You Mine (Tom Tall)
10. Daydreamin' (J. Newman)

THOM HALL
WKYW—Louisville, Ky.

1. Davy Crockett (Tenn. Ernie)
2. In the Jailhouse (W. Pierce)
3. Making Believe (Anita Carter)
4. These Blues Over you (Jimmie Williams)
5. This Kiss Must Last (S. James)
6. Everlovin' (Davis Sisters)
7. Forgive Me, Dear (F. Young)
8. Kisses Don't Lie (Carl Smith)
9. Plantation Boogie (P.W. King)
10. Make Believe (Wells & Foley)

TOMMY WILSON
WKDK—Newberry, S. C.

1. In The Jailhouse Now (Pierce)
2. If You Ain't Lovin' (Young)
3. The New Green Light (Hank Thompson)
4. I'm Gonna Fall Out Of Love (Webb Pierce)
5. Make Believe (Wells & Foley)
6. Are You Mine (Wright & Tall)
7. You're You (Billy Barton)
8. Angels Can't Follow (Wilson)
9. Annie Over (Hank Thompson)
10. Don't Forget (Eddy Arnold)

CARL J. SWANSON
WRUN—Utica, New York

1. Making Believe (J. Work)
2. Mt. High Yodel (M. Slim)
3. Don't Forget (Eddie Arnold)
4. Hillbilly Heaven (A. Carter)
5. Davy Crockett (J. Brown)
6. In The Jailhouse Now (Webb Pierce)
7. Loose Talk (Carl Smith)
8. Are You Mine (Lorrie & DeVal)
9. If You Ain't Lovin' (Young)
10. Open Up Your Heart (Cowboy Church Choir)

SHERIFF TEX DAVIS
WCMS—Norfolk, Va.

1. I'm In The Jailhouse Now (Webb Pierce)
2. Davy Crockett (Wiseman)
3. Making Believe (J. Work)
4. Number One In Your Heart (Skeets McDonald)
5. I'm Gonna Fall Out Of Love (Webb Pierce)
6. I Feel Better All Over (Ferlin Huskey)
7. Are You Mine (Wright & Tall)
8. Live Fast Love Hard (Young)
9. Rusty Old Halo (Carlisles)
10. I Love You Mostly (Frizzell)

LEE HAZELWOOD and EB PRESTON
KRUX—Phoenix, Ariz.

1. In The Jailhouse Now (Pierce/Duncan)
2. Loose Talk (Carl Smith)
3. Are You Mine (Lorrie & DeVal)
4. Gotta Go Get My Baby (Marvin Rainwater)
5. Hearts Of Stone (R. Foley)
6. As Long As I Live (Wells & Foley)
7. Hillbilly Heaven (E. Dean)
8. Let Me Go, Lover (H. Snow)
9. Little Tom (Ferlin Huskey)
10. More & More (Webb Pierce)

BRAD LACEY
WMYR—Fort Myers, Fla.

1. In The Jailhouse Now (Webb Pierce)
2. Are You Mine (Wright & Tall)
3. I Gotta Go Get My Baby (Justin Tubb)
4. Loose Talk (Carl Smith)
5. My Gallina (Simon Crum)
6. I'm The Devil Who Made Her That Way (Bobby Lord)
7. If Lovin' You Is Wrong (Hank Thompson)
8. As Long As I Live (Foley & Wells)
9. I've Been Thinking (Arnold)
10. You Can't Hardly Get Them No More (Pee Wee King)

"CUZ'N" LARRY LANE
WEBK—Tampa, Fla.

1. Don't Forget (Eddy Arnold)
2. Aint'cha Ever Gonna (B. Lord)
3. I Gotta Go Get My Baby (Marvin Rainwater)
4. Pledging My Love ('Nita, Rita & Ruby)
5. I Can See An Angel (P. Pike)
6. Why Were You Only Fooling Me (Bobby Lord)
7. Sincerely (Johnnie & Jack)
8. Wouldn't You Mind (Snow)
9. Hearts Of Stone (Red Foley)
10. Honky Tonk Angel (Roland Williams)

BUDDIE FAYE
WJKO—Springfield, Mass.

1. That's All Right (Robbins)
2. Are You Mine (Wright & Tall)
3. Little Tom (Ferlin Huskey)
4. Loose Talk (Carl Smith)
5. Never (R. & B. Foley)
6. Let Me Go, Lover (Snow)
7. One By One (Wells & Foley)
8. You're Not Mine Anymore (Webb Pierce)
9. Hello Darling (Copas)
10. Make Believe (Wells & Foley)

FRED LYNN
KWTO—Springfield, Mo.

1. In The Jailhouse Now (Webb Pierce)
2. Kisses Don't Lie (Smith)
3. Hello Darling (Copas)
4. Ling, Ting, Tong (Hawkins)
5. Are You Mine (Wright & Tall)
6. Hey Maw (P. Wagoner)
7. Hearts Of Stone (Red Foley)
8. Company's Comin' (Porter Wagoner)
9. Loose Talk (Carl Smith)
10. Hillbilly Heaven (Duff)

JOHNNY RION
KSTL—St. Louis, Mo.

1. One Broken Heart (Price)
2. Making Believe (K. Wells)
3. I Can Read Between Lines (Benny Martin)
4. Time Goes By (M. Robbins)
5. That's All I Want From You (Audrey Williams)
6. Loose Talk (Carl Smith)
7. If You Ain't Lovin' (Young)
8. Are You Mine (Lorrie & DeVal)
9. As Long As I Love (Foley & Wells)
10. Sincerely (Johnny & Jack)

SMOKEY SMITH
KRNT—Des Moines, Iowa

1. I Dreamed Of A Hillbilly Heaven (Eddie Dean)
2. If Lovin' You Is Wrong (Hank Thompson)
3. I Feel Better All Over (Ferlin Huskey)
4. Daydreaming (J. Newman)
5. The Dirty Bird Song (F. Starr)
6. Mr. Sandman (Chet Atkins)
7. In The Jailhouse Now (Webb Pierce)
8. If You Ain't Lovin' (Young)
9. Davy Crockett (T. Ernie)
10. Lovin' Season (S. James)

ABBIE ANDREWS
CKTB—St. Catharines, Ont.

1. Are You Mine (Lorrie & DeVal)
2. No I Don't Believe I Will (Carl Smith)
3. If You Ain't Lovin' (Young)
4. Hillbilly Heaven (A. Carter)
5. The Subway Special (Abbie Andrews)
6. In The Jailhouse Now (Webb Pierce)
7. Let Me Go, Lover (H. Snow)
8. You Bet, I Kissed Him (Myrna Lorrie)
9. Making Believe (Kitty Wells)
10. Loose Talk (Carl Smith)

LILLIE ANNE
WIRC—Hickory, N. C.

1. Gotta Go Get My Baby (Marvin Rainwater)
2. Making Believe (Kitty Wells)
3. Hillbilly Heaven (E. Dean)
4. Are You Mine (Lorrie & DeVal)
5. Hearts Of Stone (Ruby Wells)
6. Wait A Little Longer, Please Jesus (Chester Smith)
7. That's All Right (M. Robbins)
8. Love Me Like You Used To Do (Carl Story)
9. My Tears Don't Show (Roy Acuff)
10. Open Up Your Heart (Clooneys)

Greetings Music Operators Of America . . . Best Wishes!

from ED McLEMORES

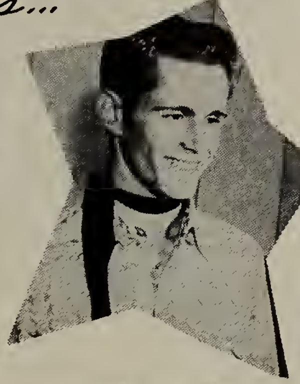
BIG "D" JAMBOREE

and its artists...

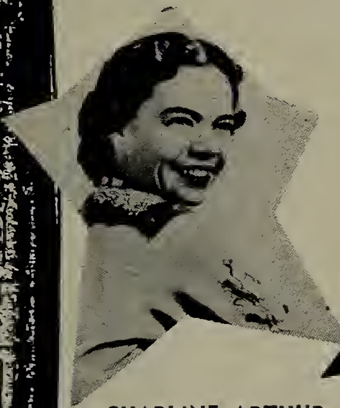
JOHN HARPER
(Co-producer & M C)

LA FAWN PAUL

SONNY JAMES
Capitol


JIMMIE COLLIE
Hickory

HANK LOCKLIN
Decca


CHARLINE ARTHUR
RCA Victor

JOHNNY HICKS
Columbia

DOUGLAS BRAGG
Coral

RILEY CRABTREE
Columbia

HELEN HALL
Coral

BELEW TWINS
Coral

THE STOMPERS
Coral

BIG D BAND

ORVILL COUCH

JOE BILL
Imperial

THE SOUTHWEST'S BIGGEST, OLDEST, BOLDEST AND BEST COUNTRY MUSIC ATTRACTION!!!

Artist Available Through **BIG "D" JAMBOREE ARTIST BUREAU** **Sportatorium, Dallas, Texas** STerling 4374	CBS RADIO **"SATURDAY NIGHT COUNTRY STYLE"** KRLD AM-FM-TV	Presented Every Saturday Night from **Ed McLemore's** **SPORTATORIUM** DALLAS TEXAS

THE CASH BOX Country Roundup

WSM GRAND OLE OPRY . . . Cowboy Copas (King) and his group now in the midst of a thirteen-day tour of Army Camps. Copas is also scheduled for a tent show tour early this spring! **Johnnie and Jack, Roy Acuff** and his Smokey Mountain Boys and **Kitty Wells** getting set for a thirty-five day tour to the West Coast, according to word from the groups. **Frankie More,** manager of the **Johnnie** and **Jack** and **Kitty Wells** package says that business with this package has been solidly successful! **Eddie Hill (RCA** Victor) now doing a special program of all "old records" by country artists one night a week (Thursday) on the **Eddie Hill Show** over **WSM** . . . 11-12:30. **Hal Smith,** manager of **Carl Smith** (Columbia) and his **Tunesmiths,** lining up a special record promotion for all of **Carl's** future releases! Hal plans extensive personal contact and other mediums of record exploitation! **Hank Snow** (RCA Victor) just returned to Nashville after a long, three weeks vacation! **Col. Tom Parker,** Snow's manager, along with **Mrs. Parker** now back in Nashville after visit to Tampa, Florida. **Tom Disken,** of Jamboree Attractions cared for the business while Snow and Parker were out of town! Webb Pierce (Decca) back in Nashville after a very extensive and successful tour into Canada. **Bob Ferguson,** manager of **Ferlin Huskey,** reports that he is now working on special record promotion, radio and television activity for the Capitol artist, while exclusive bookings are being handled by X. Cosse. Cosse is personal manager for **Martha Carson** and **Bill Carlisle! Faron Young,** the **Wilburn Brothers** along with **Dub Dickerson** just completed a group of personal appearances together. **Faron** was also a guest on the **Pee Wee King** Show last Saturday (March 26). **Marty Robbins** busy working in **Texas** this week. **Benny Martin** getting big push from his many deejays friends with his latest for Mercury . . . "Ice Cold Love" and "You Know That I Know". Martin has been working with various groups on the 'Opry' for several years and only recently was signed to a Mercury recording contract!

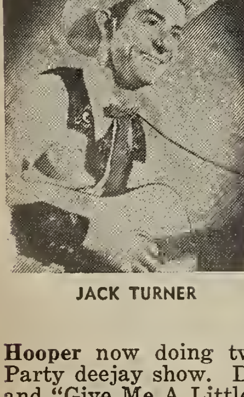
DUB DICKERSON

HAYRIDE HAPPENINGS . . . **Jimmy Newman** (Dot) continues to push ahead with his recording of "Daydreaming" and "Cryin' For A Pastime". Jimmy is a regular member of the "Louisiana Hayride" and just last month celebrated his first year with Dot Records! **Jim Reeves, Jim Edward** and **Maxine Brown,** and **Dido Rowley** continue on tour . . . this week they work personal appearances in Oregon and Idaho and return to their home base of Shreveport on April 7. **Jimmy Lee** and **Wayne Walker** (Chess) getting good reception on their newest release down Shreveport way . . . "Love Me" and "Lips That Kiss So Sweetly." **Jack Ford** (Chess) a regular on the show now is also getting attention with his latest efforts . . . "Yankee Dime" and "Teach Me To Love." **Ray Bartlett,** manager of **Slim Whitman** (Imperial) giving big push to Whitman's recent albumn release . . . four great old timers . . . "Blue Eyes Cryin' In The Rain", "Silver Haired Daddy", "When My Blue Moon Turns To Gold Again" and "Petal From A Faded Rose."

BENNY MARTIN

BIG "D" JAMBOREE . . . According to word from publicity chief **Johnny Dolan,** the Big "D" is having some good crowds lately. **Tommy Collins** (Capitol) was last week's guest on the show. Johnny reports that the distributors in Dallas sold out of **Helen Hall's** recent disk . . . "Honky Tonk Husband". Recently subbing for **Charline Arthur (RCA Victor), Johnny Harper** sang a ballad and got an encore. He sang another one and got an encore! He did a fine job and got plenty of deserved compliments, but mostly good-natured kidding. Johnny is one of the emcee's and producers of the Big "D". **Sonny James** (Capitol) breaking through with his "Lovin' Season" concluded dates in Oklahoma last week. The **Belew Twins** (Coral) and **Doug Bragg** (Coral) slated for appearances at **Slim Willet's** Big State Jamboree in Abilene, Texas.

FROM THE CROSSROADS OF COUNTRY MUSIC . . . **Cliff Rodgers** of WHKK in Akron, Ohio plans to bring the entire "Ozark Jubilee" to the Armory there in April for a personal appearance. **Red Foley** on his "Ozark Jubilee" Show—ABC-TV, Saturday, March 26, saluted the Music Operators of America prior to their convention being held in Chicago March 28-30. **Dub Allbritten, Foley's** manager, reports that **Foley** and his group will be working for **Hap Feebles** in Wichita, Kansas on May 3-4. **Chuck Bowers,** another singer from the "Crossroads of Country Music" made his debut on the "Jubilee" Saturday, March 19. **Lou Black** getting assist from **Jim McConnell** at the **Top Talent** booking office. **McConnell** presently has several 'Jubilee' acts on tour!


JACK TURNER

WWVA WHEELING JAMBOREE . . . **Doc Williams** and his **Border Riders** just completed ten days in Vermont and reported good crowds in spite of sixty (60) inches of snow!!!! **Lee Sutton** now handling announcing chores on the WWVA Jamboree and their segment of "Saturday Night Country Style" on the CBS Radio Network. **Monty Blake,** WWVA Artist Service head, just completed arrangements for Lee Sutton's wife, **Marcie Gay** and **Virginia Gomber (The Harmony** Sweethearts) to do a six-month engagement in Anchorage, Alaska. **Curley Holliday's** initial **King** release . . . "I'm The Devil Who Made Her That Way" is going very strong in New England. **Stoney Cooper** and **Wilma Lee** and the **Clinch Mountain** clan just back from two weeks in Maine and New Hampshire also reporting good crowds but lots of snow. **Gene Hooper** now doing twenty minutes nightly 'live' in **Lee Sutton's** Jamboree Party deejay show. **Dusty Owens** has a new Columbia release "Wouldn't You" and "Give Me A Little Chance".

COUNTRY SMATTERINGS . . . Note from **Jack Turner** (RCA Victor) lets us know that the Junior Chamber of Commerce in Haleyville, Alabama . . . (Turner's hometown) is sponsoring a **Jack Turner Homecoming Show** there on this week-end (April 2). Jack says his "Model T. Baby" contest is really clicking. **Gene Autry** (Columbia), **Don Law,** Columbia's **C&W A&R** topper, **Troy Martin** and **Joe Johnson,** were all recently made honorary Deputy Sheriff's in Harrison County, Texas during their attendance at the Fat Stock Show in Houston, Texas where Autry headlined the show. **Troy Martin** reports that Autry packed the crowds in every night! Thanks for the nice letter from **Herbert L. Shucher,** manager of **Carl Stuart** in Boston, Mass. Thanks to **Curtis Gordon** for his fine letter. Curtis has just completed a month's tour out West, and is now back at WKAB in Mobile, Ala. Curtis wants to say "thanks" to all the deejays for spinning his first Mercury release . . . "Don't Trade" and "Chopstick Mambo". Received the latest issue of **Earle E. Williams'** fine Sacred Artist booklet. **Lee Hazelwood** and **Eb X. Preston, KRUX-Phoenix,** Arizona, tell us that they feature 15 hours of Hillbilly music each day. Could be the reason, say the boys, that they're called the West's Most Western station. **Sheriff Tex Davis,** WCMS—Norfolk, Va., putting on a new show 11:45 to 12:00 Noon. It's called the Star Of The Day show. Every day Tex calls on a star to sing and he or she brings along a guest to perform too. **Tom Edwards**—WERE, Cleveland, Ohio, line-up for his Circle Theatre Jamboree includes **Mac Wiseman, Flat** and **Scruggs, Skeeter Bonn, Bobby Lord, Gayle Griffith,** and **Jimmie Skinner. Mae Boren Axton, Hank Snow's** public Relations gal, pens that the Snow family, Hank, Min and Jimmie are enjoying the first real vacation they have ever been able to take together.

CARL STUART

WAX-WISE . . . **Keith Rush** of WWEZ, New Orleans, La. writes in that **Werley Fairburn** guested on the "Louisiana Hayride" March 19. Keith also reports that Werley's next Capitol release is due out this month. **Joe Morris** is now with station WAGS in Bishopville, S. C. Joe will be doing about three and a half hours of country music every day. **The Wilburn Brothers** (Decca) out with a new release that looks exceptionally good . . . this one could do the trick for the brother team . . . "I Wanna, Wanna, Wanna" and "My Heart Or My Mind." **Jim Wilson** now set up for full scale operation at WAVE in Louisville, Kentucky . . . new address . . . **Jim Wilson, Flying "W" Ranch, Route 1,** Middletown, Kentucky. **Pete Hunter** of **KRCT,** Baytown, Texas, has a new release . . . and it's interesting to note that one of **Pete's** tunes . . . "It's So Lonesome When It Rains" was composed while sitting in a cafe . . . and the words were jotted down in one of the small promotional (pocket-size) **Cash Box** booklets! **Slick Norris** recently took a two-day promotion tour wth **Biff Collie,** who has a new Starday release . . . "What This Old World Needs". Slick and Bic visited wth **Paul Kallinger,** XERF, Del Rio, Texas, **Don Owens** of XERF, **Charlie Walker,** KMAC, San Antonio, **Lee Petrich,** KONO, **Bill Shomette,** KENS, as well as **Biff's** parents, whose home town is San Antonio; **Frank Sievers** and **Dave Walshak** at KCTI in Gonzales, Texas. Slick reports that **Jimmy Newman's** "Daydreamin' " is one of the hottest records in the Texas territory. Nice letter from **Abbie Andrews** of St. Catharines, Ont. who has the "Your Abbie Andrews Show" on CKTB there! Headed straight up for the honors is **Eddy Arnold's** latest release "In Time" and "Two Kinds Of Love". Featured musicians on these two with Eddy are **Hank Garland,** electric guitar and **George Barnes.** Watch for **Pee Wee King's** two new sides . . . "Jim, Johnny and Jonas" and "Plantation Boogie" **Kitty Wells** (Decca) who has consistently turned out record hit after record hit takes now time off from this trend as her strong version of "Making Believe" pushes ahead in the popularity polls. Also noticeable is the **Red Foley** and **Kitty Wells** version of "As Long As I Live". **Faron Young** breaking through with his latest "Live Fast, Love Hard and Die Young".

JOE MAPHIS & ROSE LEE

LOOKING BACK A YEAR AGO . . . LAST MOA MEET . . . **Hank Thompson** was strong with "Wake Up Irene," **Jim Reeves** clicking big with "Bimbo," **Webb Pierce** riding high with "There Stands The Glass" and "Slowly", **Hank Locklin** came into the spotlight with "Let Me Be The One", **Slim Whitman** a big favorite with "Secret Love," **Eddy Arnold** a rave with "I Really Don't Want To Know", **Arlie Duff** gaining attention with his first big one "You All Come", **Tommy Collins** cashing in on "You Better Not Do That" and **Jimmy Heap, Ray Price, Kitty Wells** with "Release Me."

CALIFORNIA CLIPPINGS—**Bob Wills** and **Lefty Frizzell** appeared together for the first time on Town Hall Party over Channel 11 recently. Frizzell joined the regular cast of top recording stars on the "biggest western of them all," including **Tex Ritter, Joe** and **Rose Lee Maphis, Merle Travis, Wes Tuttle, Johnny Bond,** the **Collins Kids, Fiddlin' Kate, Texas Tiny** and **Quincy Snodgrass.** The Town Hall Party telecast emanates from Town Hall in Compton, Calif. Radiowise, the show is also heard coast-to-coast on NBC each Saturday night . . . Decca execs are predicting that **Rex Allen's** new record, "Mystery of His Way" b/w "I Know The Reason Why" will be one of the best sellers the popular cowboy singer has made so far. The disc goes into general release on April 1. Meanwhile, a number of H'wood television programs are bidding for guestar appearances from Rex while he's home on a breather. . . . **Glen and Gary,** and the **Hillbilly Mountain Boys** joined with the regulars—**Les "Carrott Top" Anderson, Jack Tucker** and his Oklahoma Playboys and the rest of the gang to celebrate their first anniversary at **Foreman Phillips'** County Barn Dance in Baldwin Park March 13. Along with their Friday and Saturday night show and dance, they are TViewed every Friday night from 7 to 8 o'clock on County Barn Dance Jubilee over Channel 13. It looks like **Eddie Dean** has a terrific follow-up to his hit, "I Dreamed of a Hillbilly Heaven," in "Impatient Blues" b/w "Cry of a Broken Heart," on the Sage and Sand label.

REX ALLEN

BILLY WALKER
Columbia

SLIM WHITMAN
Imperial

Many Thanks to

MOA Members

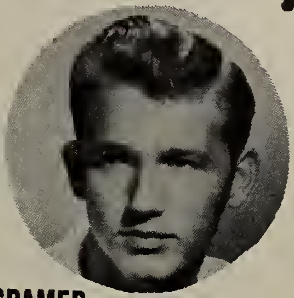
for featuring
the recordings
of our artists . . .

JACK FORD
Chess

MAXINE & JIM EDWARD BROWN
Fabor

HOOT & CURLEY
Starday

JIMMY DAY
Abbott

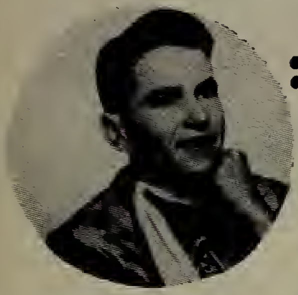


FLOYD CRAMER
MGM

THE ROWLEY TRIO
Fabor

ELVIS PRESLEY
Sun

BETTY AMOS
Mercury



TIBBY EDWARDS
Mercury

JIM REEVES
Abbott

JIMMY NEWMAN
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JEANETTE HICKS
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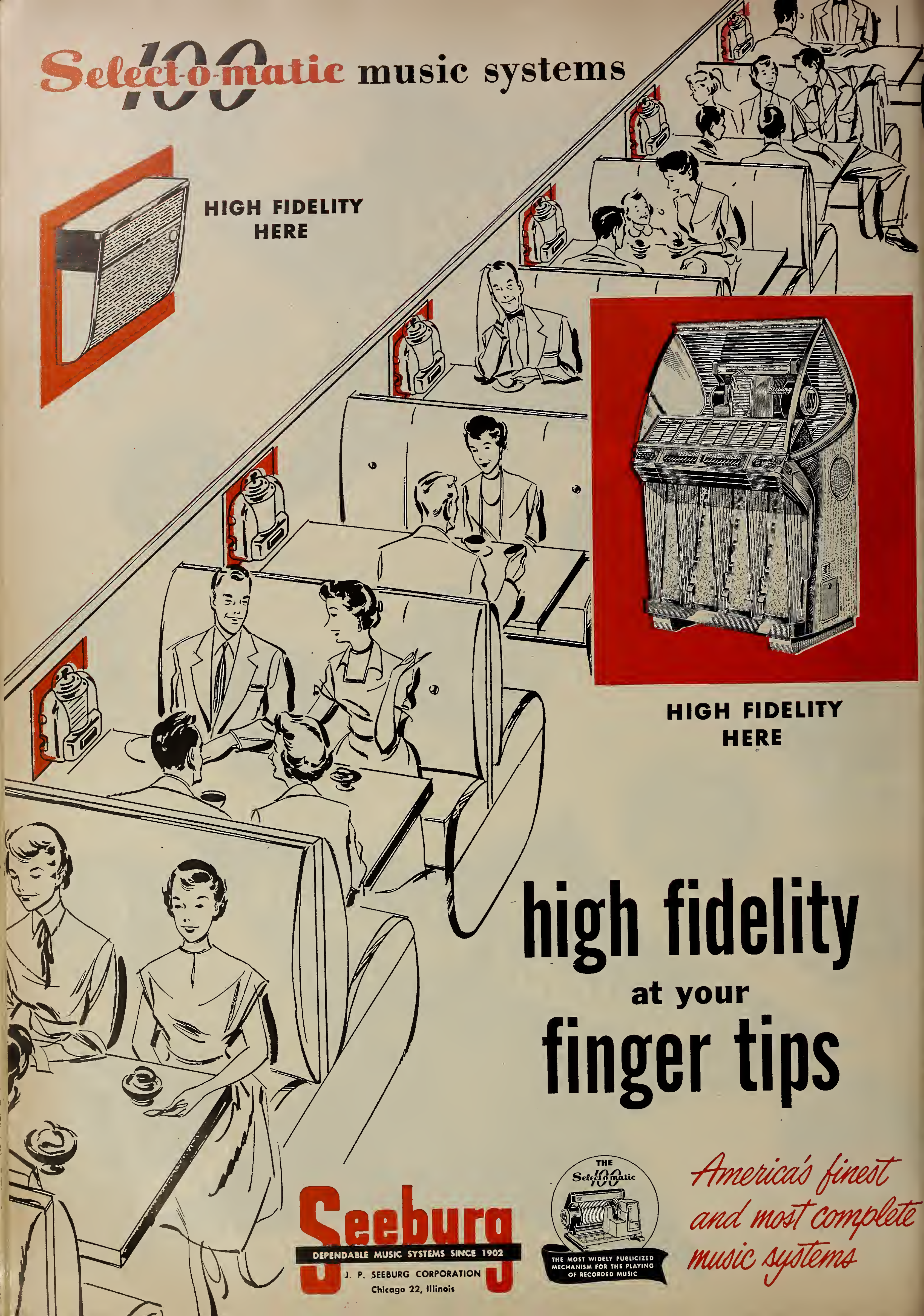
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America's finest
and most complete
music systems

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Everywhere . . .
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the
MOA
Convention
are
saying . . .
Meet Me
in
BOOTH
No. 10
(The Cash Box Exhibit)
and
Room
2331
(The Cash Box Suite)

THE FAMILY'S TOGETHER AGAIN

For the first time in many years the family has come together again. This fifth annual convention of Music Operators of America has brought together in Chicago members of the industry who haven't seen or met with each other in years.

Not only the manufacturers, distributors and operators of automatic music from all over the country, and from out of the country, but also vending and amusements people who haven't had the opportunity of seeing or greeting each other in years.

In addition there are the recording manufacturers, distributors, music publishers and their contact men, and many, many others allied to the automatic music, vending and amusements industries, who are meeting with people they haven't met with in some years now.

As someone stated, "MOA is bringing the family together again." And the possibility is, provided that Music Operators of America continue ahead as progressively as they have that in years yet to come, perhaps all the family will again come together as it used to once during the year, to meet and greet each other in convention-met.

If MOA accomplishes nothing more at this fifth annual convention at the Morrison Hotel in Chicago, March 28, 29 and 30, 1955, it can glory in the fact that it has been largely responsible for an achievement few ever believed would again come about. The meeting of a great majority of the members of the coin machines family in one city and at one time.

This large and festive convention is a far, far cry from the very first meeting that came about to create what is today known as Music Operators of America, Inc.

How well *The Cash Box* remembers this event. For it was *The Cash Box* that energetically hustled about thruout the City of Chicago the day before, and all the morning and afternoon previous, to bring about the first meeting ever called. This very first meeting was held in *The Cash Box* suite at the Bismarck Hotel here in Chicago just seven years ago.

At this meeting in its hotel suite, *The Cash Box* urged the formation of Music Operators of America as the "watch-dog" for the industry, against any and all adverse national legislation.

Those who were present, and practically all automatic music leaders were there, agreed with *The Cash Box*, and so Music Operators of America, Inc., came into being.

This fifth annual convention of MOA is a far cry from that very first meeting. *The Cash Box*, and all who were then present, can take great pride in this achievement. For definitely this is an outstanding achievement.

There is no doubt that those who are present here in Chicago at this fifth annual convention will have much to think about before and after they leave.

Whatever they will think of the business meetings, the exhibits, the general conversations and usual good times, is only a part of the bigger thought.

The big moment will be the nostalgia which this convention will bring to men who will remember how, prior to World War II, the industry met as a single and solid unit, year after year.

All the industry, whether music, vending or amusement, gathered together. Talked and laughed but progressed because of these once-a-year meetings.

The family, the greater part of it, is together again. Brought together by this fifth annual convention of Music Operators of America, Inc.

This is, therefore a very historical date. A date to remember. And to look upon with deep thought.

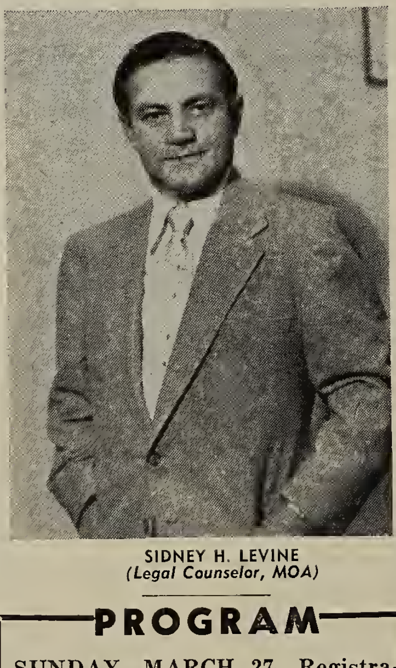
This proves that the family can and should get together, as it used to meet years ago, and bring back the comraderie as well as that harmony which existed between all divisions of the industry.

This is a great convention, regardless of what else happens and/or transpires during the three days of this meet, only because the family's together again.

MOA 5TH ANNUAL CONVENTION UNDER WAY

Biggest Meet Of All Time Of Nation's Music Operators Takes Place At Morrison Hotel, Chicago

GEORGE A. MILLER
(President, Music Operators of America)



SIDNEY H. LEVINE
(Legal Counselor, MOA)

CHICAGO — Beginning Monday morning, March 28, MOA (Music Operators of America) holds its fifth annual meeting and convention at the Morrison Hotel, this city.

Every indication points to the fact that will be more music operators, more people from the music industry, more operators of amusement machines, vendors and kiddie rides at this meeting than in any of the MOA's four previous conventions.

In addition, more exhibitors than in previous years are on hand with exhibit booths—and more to see.

Chicago manufacturers are without exception holding open house for coinmen visiting the windy city.

The Tuesday night banquet, as in other years, will bring together the greatest array of recording stars.

PROGRAM

SUNDAY, MARCH 27—Registration all afternoon and evening on the first floor of the Morrison Hotel

MONDAY, MARCH 28—Business Meeting: 10 A. M. to 12 Noon
Exhibits Open: 2 P. M. to 9 P. M.

TUESDAY, MARCH 29—Business Meeting: 10 A. M. to 12 Noon
Exhibits Open: 2 P. M. to 6 P. M.
Banquet: Casino Room, 7 P. M.

WEDNESDAY, MARCH 30—Business Meeting: 10 A. M. to 12 Noon
Exhibits Open: 2 P. M. to 9 P. M.

EXHIBITORS

Booth	
35	A. B. T. Manufacturing Corp.
7	Ami, Inc.
31	Auto-Photo Company, Inc.
58 and 59	Bally Manufacturing Co.
44 and 47	Broadcast Music, Inc.
21	The Billboard Publishing Co.
16	Coral Records
18	Capitol Projector Corp.
14	Columbia Records
25	Capitol Records
10	The Cash Box
22	Decca Records
15 and 17	Dot Records
9	Downbeat
57	Double A. A. Records
8	Grand Ole Opry
27 and 28	International Mutoscope Corp.

Booth	
32 and 33	J. H. Keeney & Co., Inc.
6000	The Bert Lane Co., Inc.
50	London Records
12	Mercury Records
13	M-G-M Records
20	National Juke Box Music, Inc.
1, 2 and 3	National Rejectors Company
11	Permo, Inc.
5	Rock-Ola Manufacturing Corp.
24	RCA Victor Records
30	Sentinel Radio Corp.
19	Star Title Strip Co.
6	J. P. Seeburg Corp.
53	Watco Records
4	The Rudolph Wurlitzer Co.
38 and 41	Williams Manufacturing Co.
23	Label X Records

ROCK-OLA

STEALS THE SHOW

World Premier of Model 1448, destined to be the Pace Maker of the Industry, is the Highlight of the M. O. A. Convention.

Preview Showing in the ROCK-OLA Booth in the Grand Ballroom of the Morrison Hotel takes everyone by surprise.

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120 SELECTION HI-FIDELITY MODEL 1448
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800 North Kedzie Avenue
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The DIME of 1955 is the Nickel of 1939

Let's Get A Nickel A Play Again!

16 YEARS AGO-1939

THE YEAR ON WHICH AMERICA'S ECONOMISTS BASE THEIR VALUATIONS AND FINANCIAL CALCULATIONS

THE American Nickel WAS ACTUALLY WORTH A FULL, COMPLETE — 5¢

BECAUSE THE American Dollar WAS ACTUALLY WORTH $1.00

TODAY-16 YEARS LATER-1955

WITH OVERHEAD EXPENSES UP FAR OVER 300% SINCE 1939

THE American Nickel IS WORTH 2½¢

BECAUSE WHILE OVERHEAD AND ALL COSTS TO DO BUSINESS WERE ZOOMING UP FAR OVER 300% ABOVE THE 1939 LEVEL-THE American Dollar WAS LOSING VALUE DUE TO CONTINUING INFLATION-AND IS NOW WORTH ONLY HALF OF WHAT IT WAS WORTH IN 1939-THE American Dollar IS WORTH Only 50¢ IN 1955-THEREFORE-

The DIME of 1955 is the NICKEL of 1939

"Let's Get A Nickel A Play Again!" Not a 'dime', in the meaning of what a 'dime' used to mean, 16 years ago, in 1939 but, a nickel all over again, because the *Dime of 1955 is only worth as much as the Nickel of 1939.*

Back in 1939 music operators paid 300% less than what they are paying today for new phonographs, parts, supplies, gasoline, labor and everything else they require to do business.

Today, in 1955, they are paying *far over this 300% MORE* and, yet, a lot of music operators continue to charge the very same coin they did in 1939, 5¢ per play.

Since the nation's economists have openly advised that the present American Dollar is valued at but 50¢, compared to what it was worth in 1939, this means that those music operators who are still charging a nickel per play are actually getting *2½¢ per play.*

In short, *they are getting half of what they used to get per play* sixteen years ago, in 1939, and they are paying over *300% more in expense to do business.*

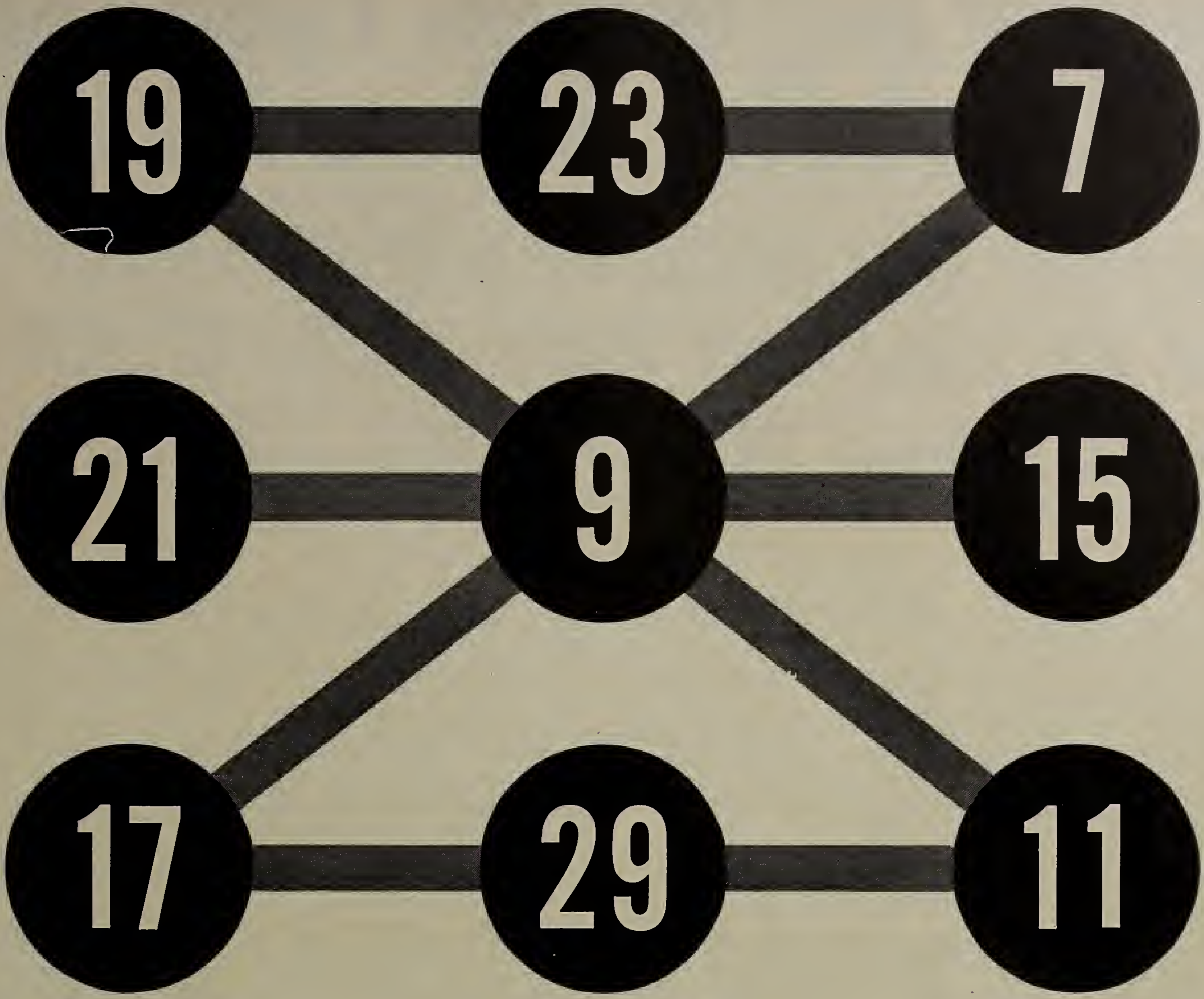
How any businessman can reconcile an increase of 300% in the cost of his merchandise, and charge only half of what he used to charge for that merchandise, is a mystery only some superior and mystical being can answer.

And since the nation's economists report that the present 1955 American Dollar is only worth 50¢, then this means that the present 1955 American Dime is worth but 5¢.

The DIME of 1955 is the NICKEL of 1939!!

There is one, and only one way, in which the music operator of 1955 can assure himself of somehow matching the tremendous inflationary increased overhead he is now enduring—and that is to get *"A Nickel A Play Again"* —which means changing over to dime play NOW! Because the Dime of Today is the Nickel of Yesterday!

He won't be the first anymore! He won't be the daring pioneer anymore! He won't have to know whether this will, or will not, work out anymore! Because all over the nation, from coast to coast, other music operators have proved that the American public, just as they, realize that the Dime of 1955 is the same coin as the Nickel of 1939.



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"The Cash Box" Quarterly Export Report

FOR THE FIRST QUARTER OF 1955

FOREWORD

Due to the number of requests received from subscribers to The Cash Box from all over the free world requesting that, at the termination of each quarter year, an issue be printed with a complete review of all music and amusement machines introduced during the quarter in their own language, for easier and speedier reading, for better understanding, and for a clearer knowledge of what has and is transpiring in the American market. The Cash Box has decided to meet this request by publishing: **"The Cash Box Quarterly Export Edition"** in Spanish, French and German, as well as in English.

The growing demand for American music and amusement machines, both new and used, from all over the free world, has caused **"The Cash Box Price Lists"** to become ever more important.

Governments all over the world are now reported to check with **"The Cash Box Price Lists"** for customs duties and general customs regulations, as well as for taxation and other matters pertaining to the importation and financial regulations of each country.

International members of the industry, regardless in what country they are resident, are extensively using **"The Cash Box Price Lists"**, which are now over 16 years old, to give them a more clear understanding of the prices of American Music and amusement machines of all kinds.

In the past few years, American firms have begun to export in much larger volume than ever before, both dollar-wise as well as quantity-wise. This has created an entirely new situation for the manfacturers and distributors of American machines of all kinds who now desire to reach the buyers in all the countries of the free world. They want to advise him of the equipment they have for sale. They want to meet with his requirements for his particular market.

Much ingenious reconditioning of used machines has come into effect. American firms are meeting the demands of importers in various countries of the world with exactly the type of equipment which is required. They have reconditioned and revamped equipment to meet demand.

This first issue of **"The Cash Box Quarterly Export Edition"** opens the path to better understanding and closer business relationships between the seller and the buyer of new and used American machines of all kinds. By printing the information in the language of the importer of American machines he will be better able to understand all surrounding circumstances and general conditions regarding the equipment being offered to him.

The following is a review of the first business quarter of 1955. This covers the months of January, February and March, 1955.

Not only will all the new machines, which were introduced during that quarter be listed, along with the names of the manufacturer but, at the same time, all important information, such as new trends in machines will also be reported and this, in addition to the general information contained on both new and used machines, should prove of great value to all concerned.

REVIEW

1954 ended on a very optimistic note. During October, 1954, there was some pessimistic speculation as to whether the balance of 1954, and possibly even the first quarter of 1955, would prove to be "good business" months.

Just then, there was a resurge of business and, regardless of the Christmas and New Year Holiday Seasons, business continued to progress tremendously, with many manufacturers asking their employees to work overtime hours, so that they could meet the press of orders which came into being.

The result was a very happy Holiday Season for manufacturers as well as distributors.

As 1954 came to its conclusion, the products then being produced by leading factories were as follows:

AMI, Inc., Grand Rapids, Michigan, U.S.A., was now well under way, as far as production was concerned, with its new high fidelity, 40, 80, and 120 selection automatic phonographs. This factory labeled this new product its "Model 'F'" phonographs. In addition to these very colorful phonographs, the firm was also producing entirely new high fidelity automatic music accessories.

Bally Manufacturing Company, Chicago, Illinois, U.S.A., one of the outstanding manufacturers of the industry met the challenge, as 1955 came into being, with some of the finest products this firm had yet produced. This factory had been tremendously succesful for many years and had won a very large following. During 1954 it seemed that this firm had reached the apex of its success. But this has since been disproved by its first products of 1955. As 1954 ended this organization was producing: "Variety", an in-line type pinball game. "Champion", a coin operated horse. "Moon-Ride", another coin operated ride for children. Also two new coin operated bowling games: "Magic Bowler" and "Mystic Bowler".

Chicago Coin Machine Company, Chicago, Illinois, U.S.A., which was enjoying a very fine success with the products it had presented all during 1954, was riding the crest with the new machines it had on the market. These were: "Thunderbolt Bowler" and "Fireball Bowler". These coin operated bowling games had captured the imagination of the American games playing public and the firm was, therefore, one of the busiest in the amusement games industry.

Exhibit Supply, Chicago, Illinois, U.S.A., one firm that has passed the 50 year mark in the industry, was also busily at work meeting the demand of the international coin machines market. At the moment the most outstanding product of the firm was the "Sportland Gun", a coin operated shooting rifle range. In addition, the firm was delivering such products as: "Junior Jet Ride", "Big Bronco", "Roy Rogers' Trigger", "Rudolph The Red Nosed Reindeer", "Pete The Rabbit", "Rawhide", "Space Patrol" and "Sea Skate", all children's rides, featuring horses, reindeers, rabbits and boats. A very fine product called, "Vacumatic Card Vendor", which was the first entirely different type principle used in card vending machines, was winning much acclaim. At the same time, the firm continued to manufacture arcade machines, supplies for these type machines, as well as other equipment relative to this industry.

Genco Manufacturing & Sales Company, Chicago, Ill., U.S.A., now composed of three young men, came into the field with a very fine product. This was a new coin operated gun which was called, "Big Top Rifle Gallery".

D. Gottlieb & Company, Chicago, Illinois, U.S.A., well known for its pinball games all over the world, had just introduced a new and revolutionary machine for four players which it called, "Super Jumbo". At the same time it also was in production on one of its well known five-ball type pinball games, "Diamond Lill". In the case of both machines the firm was busy supplying demand.

J. H. Keeney & Company, Inc., Chicago, Illinois, U.S.A., was also working hard to meet demand for its well known products. These were: "Sportsman" (a coin operated gun); "American Bowler" (a bowling game); "National Bowler" (a bowling game); as well as its very famous "Keeney Cigarette Machine". It was also advising the industry about its forthcoming coffee vending machine.

Rock-Ola Manufacturing Corporation, Chicago, Illinois, U.S.A., was extremely busy meeting the demand for its new coin operated phonographs and music accessories. This well known automatic music manufacturer was producing a 120 selection, as well as a 50 selection, high fidelity automatic phonograph and music accessories to match. These new phonographs were known as "Model 1446".

J. P. Seeburg Corporation, Chicago, Illinois, U.S.A., was busier than it had ever been meeting demand for its new model high fidelity automatic phonograph and accessories. The phonograph was: "Model HF-100-R" and featured 100 selections. At the same time this factory was also producing a 200 selection, non-coin operated phonograph of very fine high fidelity quality for the home market, as well as for background music installations.

United Manufacturing Company, Chicago, Illinois, U.S.A., one of the popular factories in the industry, was also very busy. It was producing: "Mercury", "11th Frame", and "Comet", shuffle games. All three products were much in demand. In addition, the firm was also manufacturing a coin operated rifle, "Carnival Gun", as well as an in-line type pinball game called, "Singapore".

Williams Manufacturing Company, Chicago, Illinois, U.S.A., was also a very busy factory. It was producing two products at the time. These were: "Jet Fighter", a coin operated rifle and, "Lulu", a five-ball type pinball game. The firm had many new ideas under way at the time. It was busy experimenting and engineering new products while working at top speed to produce these two machines.

Away from the busy Midwestern and Chicago areas of the United States were other firms, also engaged in the music and amusement game manufacturing. These manufacturers were working hard to meet the orders which they were receiving from the American, as well as from markets from all over the world.

The Rudolph Wurlitzer Company, North Tonawanda, New York., U.S.A., just outside of the city of Buffalo, was producing three very popular automatic phonographs, Models: "1700", "1600A" and "1500A". This manufacturer was preparing to announce a new, high fidelity automatic phonograph, with music accessories to match.

International Mutoscope Corporation, Long Island, New York City, U.S.A., one of the oldest firms in the industry, was very busy attempting to meet the demand for its arcade machines like: "Drive-Mobile", and its automatic picture taker: "Photomat", as well as its post-card vending machines: "Art Parade" and "Universal Card Vendor".

Auto-Photo Company, Los Angeles, California, on the west coast of the United States, was also working very hard to meet demand for its four-in-one automatic photograph machine, which had won outstanding popularity and was much in demand.

The industry, therefore, was tremendously enjoying the holiday season as 1954 came to its close. All were busy. The factories were working at top speed. Few, if any, believed that "business would ever be better". So all were surprised, as the first weeks of 1955 went by, to note that each and every factory in the trade was actually being deluged with orders. Not only from the domestic market of the United States but also from all over the world.

JANUARY, 1955

The very first week in January of 1955 saw the first new amusement product of the year introduced. This was a new bowling game by United Manufacturing Company which this firm called: "Mercury Shuffle Alley". Business on this new product was almost instantaneous.

The very next week, Bally Manufacturing Company announced its new in-line type amusement game, which it called: "Big Time". Almost overnight this firm was literally swamped with orders for this new game, a type of game for which this manufacturer had won a tremendously outstanding reputation. In addition to the other machines it was producing, this firm was hard put to meet all orders.

United Manufacturing Company wasn't far behind. They, too, introduced a new product in the field in which they had won such a fine reputation. It was called, "Mars Shuffle Alley". This firm, too, found that the great demand required all of its facilities to meet the orders which were flooding into its offices, while trying to produce all the other equipment which it had under way on its factory production lines.

The following week United Manufacturing Company again introduced a new product. This time the firm presented: "Bonus Gun", an entirely new coin-operated rifle and, in addition, this firm also presented a new in-line type pinball game called, "Tropicana".

Other manufacturers, the week of January 22, 1955, also introduced new products. Chicago Coin Machine Company, who was enjoying success with each new product it presented, entered into the new 1955 market with, "Criss-Cross Target". A bowling game that instantly won approval and which, to this day, is considered one of the best produced.

Exhibit Supply, the firm that had enjoyed so much success with its coin operated rifles, decided it was high time to present one of the products which it had held in abeyance. This was a new automatic rifle, "Sportland Shooting Gallery".

Williams Manufacturing Company also believed that this was the proper time, during this week of January 22, 1955, to present an entirely new product. This firm introduced, "Safari". A new type coin operated rifle with many unique features.

(Continued on Page 104)

MUSIC OPERATORS

FOR YOUR OWN SELF PRESERVATION YOU CAN'T AFFORD TO RELAX YOUR VIGILANCE OR HALT YOUR EFFORTS FOR EVEN ONE SINGLE SECOND

Before You Know It, Perhaps Even Before You are Prepared, You May be Faced with the News that Very Serious Decisions, Regarding Your Present Livelihood, Your Future Welfare, the Continued Happiness and Well Being of Your Family and Your Business Investment are Hanging in the Balance by a Very Thin Hair While Voting is Being Conducted in Washington by Your Senators and Congressmen! Decide for Yourself Whether You Want the Yoke of Enslavement Tightly Locked Around Your Neck in the Form of UNLIMITED PRIVATE TAXATION by ASCAP and Similar Such Organizations or Whether You Want to Continue on Ahead as Free, Proud and Independent Americans.

Not even a single, solitary music operator in the nation can afford to relax for even a second while there are three bills opposing his livelihood, his welfare, his future and his entire investment in this industry, in Washington.

He must remain vigilant. He must continue to work harder than ever, even if he feels that he has done everything he possibly could up to this moment, to get more and still more letters and telegrams to his Senators and Congressmen and all the Senators and Congressmen on the Judiciary Committees of both the House of Representatives and the Senate.

Even before he knows it, before he is prepared for it, these Senators and Congressmen, his Senators and Congressmen, may be voting on these three bills which will definitely decide whether he shall continue on with the yoke of enslavement tightly locked around his neck, or whether he will continue on as a free, proud and independent American businessman.

Every music operator who has been reading the facts published here week after week knows that the bills now in the Judiciary Committees of both the Senate and the House are just simply requesting that ASCAP, and similar such organizations, be given the right of *UNLIMITED PRIVATE TAXATION AUTHORITY* over him and his business. This means that ASCAP, and similar such organizations, will have the right to PRIVATELY TAX HIM whatever they FEEL LIKE TAXING HIM and CONTINUE TO UP THAT TAXATION WHENEVER THEY FEEL LIKE IT and no music operator in the nation can fight against this—BECAUSE THIS WILL NOW BE FEDERAL LAW—an Amendment to the present Copyright Act.

Even if this sounds grotesque, even if this sounds impossible in this land of the free and the home of the brave —IT CAN HAPPEN HERE—and it CAN HAPPEN SOONER THAN A LOT OF MUSIC OPERATORS THINK IT CAN!!!!

There's only ONE ANSWER: MORE WIRES—MORE LETTERS! MORE AND MORE EACH AND EVERY SINGLE DAY! From every single, solitary music operator in these United States PROTESTING to his Senator and his Congressman and every single Senator and Congressman on the Senate and House of Representatives Judiciary Committees. THAT'S THE ONE AND ONLY ANSWER!

Any music operator who has already sent a couple of telegrams and a couple of letters and feels that he can now relax his vigilance is only gambling his investment, his livelihood, the happiness and welfare of his family, his employees, his friends and all with whom he does business. And if this is the gamble he wants: To face enslavement—then it is entirely up to him.

This is not the time for any music operator to relax vigilance. This is not the time to stop his efforts to get still more letters and still more telegrams sent to Washington.

He must work harder than ever.

It's a lot later than music operators think!

IT'S A LOT LATER THAN YOU THINK: YOU MUST CONTINUE TO HELP SEND OVER A MILLION LETTERS AND WIRES TODAY TO SENATORS AND CONGRESSMEN WHO WILL BE VOTING ON YOUR FUTURE AND CONTINUED LIVELIHOOD ANY DAY NOW!

Informe Trimestral de Exportación de "The Cash Box"

PARA EL PRIMER TRIMESTRE DE 1955

PREFACIO

Debido al número de solicitudes recibidas de los suscritores de "The Cash Box" de todas partes del mundo libre pidiéndonos que al terminar cada trimestre del aña completa de todas las máquinas de música y diversión introducidas durante el trimestre, preparada en su propio idioma para au más fáciil y rápida lectura, para mejor comprensión y para obtener un conocimiento más claro de todo lo que sucede y ha sucedido en el mercado de los Estados nidos, The Cash Box ha resuelto acceder a esta petición publicando: **"La Edición Trimestral de Exportación de The Cash Box"** en Español, Francés y Alemán, lo mismo que en inglés.

La creciente demanda de máquinas americanas de música y diversión, neuvas y usadas, en todos los países del mundo libre, ha dado cada vez más importancia a las **"Listas de Precios de The Cash Box."**

Se ha dado a conocer que los gobiernos de todo el mundo consultan las **"Listas de Precios de The Cash Box"** en lo que respecta a los derechos arancelarios y los reglamentos de aduana en general, así como en cuestión de impuestos y otros asuntos relacionados con la importación y las regulaciones conetarias de cada país.

Los miembros internacionales de la industria, no importa en que paí residan, utilizan generalmente las **"Listas de The Precios de The Cash Box"**, que ye han cumpildo má de 16 años, para obtener un mejor entendimiento de toda clase de máquinas de música y diversión de los Estados Unidos.

En el curso de los últimos años, las empresas de los Estados Unidos han empezado a exportar en cantidades much mayores, tanto en volumen como en dólares. Esto ha creado una situación enteramente nueva para los fabricantes y distribuidores de máquinas americanas de todas clases, los cuales se interesan ahora en comunicarse con los compradores en todos los países del mundo libre. Desean darles cuenta del equipo que tienen en venta. Desean también satisfacer los requisitos o exigencias especiales de sus respectivos mercados.

Se han puesto en práctica muchos métodos ingeniosos para el reacondicionamiento de máquinas usadas. Las empresas de los Estados Unidos están accediendo a las demandas de los importatores de diversos países del mundo, suministrándoles la clase exacta de equipo que requieren. Han reacondicionado y remodelado las máquinas de acuerdo con la demanda.

El primer número de **"La Edición Trimestral de Exportación de The Cash Box"** abre el camino a un mejor entendimiento y una reciprocidad más íntima entre los compradores y vendedores de máquinas, neuvas y usadas, de todas clases. Al publicar todos los datos en el **propic** idioma del comprador de máquinas americanas, éste podrá darse mejor cuenta de todas las circunstancias del caso y de las condiciones generales del equipo que se le ofrece en venta.

A continuación presentamos una reseña del primer trimestre comercial de 1955, el cual abarca los meses de enero, febrero y marzo de este año.

No sólo se detallarán todas las neuvas máquinas introducidas durante ese trimestre junto con los nombres de las fábricas, sino que también se suministrarán todos los datos de importancia, tales como las nuevas tendencias en materia de máquinas, además de la información de índole general acerca de las máquinas nuevas y usadas que será, sin duda, de gran utilidas para todos los interesados.

RESEÑA

El año 1954 terminó con una nota muy optimista. En el mes de octubre de 1955 se suscitaron dudas acerca de si el resto del año y tal vez el primer trimestre de 1955 serían meses de "buenos negocios."

Precisamente, entonces ocurrió un resurgimiento comercial y, a pesar de los Días de Fiesta de Pascua y Año Nuevo, los negocios siguieron progresando enormemente hasta el punto de que muchas fábricas pidieron a sus empleados que trabajaran horas extraordinarias o sobretiempo para de esa manera poder dar curso a los pedidos de urgencia.

El resultado de esto fué una Temporada de Fiestas muy feliz tanto para los fabricantes como para los distribuidores.

A fines de 1954, los productos fabricados a la sazón por las principales empresas fabriles eran los siguientes:

AMI, Inc., Grand Rapids, Michigan, E.U.A.—Actualmente en buenas vías de producción, con sus nuevos fonógrafos automáticos de alta fidelidad, de selección 40, 80 y 120. Dicha fábrica designó a este nuevo producto como fonógrafos "Modelo 'F' ". Además de estos interestantísimos fonógrafos, la empresa está produciendo nuevos accesorios musicales automáticos de alta fidelidad.

Bally Manufacturing Company, Chicago, Illinois, E.U.A.—Una de las más destacadas fábricas del ramo, sentó un pracedente a principios de 1955 al colocar en el mercado varios de los mejores productos que jamás haya fabricado. Esta fábrica tuvo un éxito inusitado por muchos años y se hizo de una enorme clientela. Durante 1954 se conceptuó que esta empresa había llegado al colmo del éxito. Sin embargo, esto lo refutan sus primeros productos fabricados en 1955. A fines de 1954 esta empresa producía: "Variety", un aparato especial del tipo de bolitas (pinball); "Champion", un caballo accionado por monedas; "Moon-Ride", otro aparato automático para niños. También otros juegos de bolos (bowling) accionados por monedas, a saber: "Magic Bowelr" y "Mystic Bowler".

Chicago Coin Machine Company, Chicago, Illinois, E.U.A.—Esta empresa, que tuvo un magnífico éxito con los productos que introdujo durante 1954, logró conquistar el mercado con las nuevas máquinas "Thunderbolt Bowler" y "Fireball Bowler". Estos juegos, accionados por monedas, capturaron la imaginación del público americano aficionado a esta clase de juegos y por esto dicha empresa llegó a ser una de las más activas en la industria del ramo.

Exhibit Supply, Chicago, Illinois, E.U.A.—Una de las empresas que ha sobrepasado la marca de 50 años de establecidas en la industria, también se hallaba muy activa tratando de hacer frente a la demanda internacional de máquinas accionadas por monedas. Por el momento, el producto principal de la empresa era el "Sportland Gun", un fusil de tiro accionado por monedas. Además, la empresa entregaba productos tales como: "Junior Jet Ride", "Big Bronco", "Roy Rogers' Trigger", "Rudolph The Red Nosed Reindeer", "Pete The Rabbit", "Rawhide", "Space Patrol" y "Sea Skate", todos juegos para niños, con cabellos, renos, conejos y botes. Un magnéfico producto designado con el nombre de "Vacumatic Card Vendor", que resultó ser algo completamente distinto en materia de máquinas para vender cartas, tuvo un éxito inusitado. Al mismo tiempo, la empress continúa fabricando máquinas para ferias o galerías y accesorios para las mismas, así como otros equipos del ramo.

Genco Manufacturing & Sales Company, Chicago, Ill., E.U.A. — Esta empresa, constituída ahora por tres jóvenes, acaba de lanzar al mercado un magnífico producto. Se trata de un nuevo fusil accionado por monedas y denominado "Big Top Rifle Gallery".

D. Gottlieb & Company, Chicago, Illinois, E.U.A.—Empresa bien conocida por sus juegos de bolitas (pinball) en todas partes del mundo, introdujo una máquina de modelo radicalmen to nuevo para cuatro jugadores denominada "Super Jumbo". Al mismo tiempo, tenía en producción uno de sus famosos juegos "pinball" de cinco bolitas bajo la marca "Diamond Lill". Esta fábrica se hallaba muy activa para darse abasto.

J. H. Keeney & Company, Inc., Chicago, Illinois, E.U.A.—Esta empresa también se hallaba trabajando muy duro para hacer frente a la demanda de sus bien conocidos productos. Estos eran: "Sportman" (un fusil accionado por monedas); "American Bowler" (un juego de bolos); "National Bowler" (un juego de bolos), así como su muy famosa "Keeney Cigarette Machine" (máquina para la venta de cigarrillos). También dió cuenta a la industria de su próxima máquina para la venta de café.

Rock-Ola Manufacturing Corporation, Chicago, Illinois, E.U.A.—Esta empresa no se daba abasto para dar curso a los pedidos de sus nuevos fonógrafos accionados por monedas y accesorios de música. Este bien conocido fabricante de productos musicales automáticos estaba produciendo un fonógrafo automático de alta fidelidad de selección 120 y de 50, así como los accesorios correspondientes. Este nuevo fonógrafo se conoce como el "Modelo 1446".

J. P. Seeburg Corporation, Chicago, Illinois, E.U.A. — Esta casa estaba más ocupada que nunca dando atención a la demanda inusitada de su fonógrafo automático de alta fidelidad y de sus accesorios. El fonógrafo era: "Modelo HF-100-R" con selecciones 100. Simultáneamente, esta fábrica producía también un fonógrafo corriente de selección 200, de muy alta fidelidad para el hogar, así como para música de fondo en ocasiones especiales.

United Manufacturing Company, Chicago, Illinois, E.U.A.—Una de las más populares fábricos del ramo, se hallaba también muy ocupada en la fabricación de: "Mercury", "1th Frame" y "Comet", juegos de "shuffle" o tejos. Estos tres productos tuvieron gran demanda. Además, la empresa fabricaba un rifle accionado por monedas, el "Carnival Gun", así como una máquins de bolitas (pinball) denominada "Singapore".

William Manufacturing Company, Chicago, Illinois, E.U.A.—Otra fábrica también muy atareada, elaborando dos productos al mismo tiempo, a saber: "Jet Fighter", un rifle accionado por monedas, y "Lulu", un juego de cinco bolitas (pinball). Esta empresa tenía entonces muchos ideas en mientes para el futuro. Se ocupaba en ensayar e idear nuevos productos mientras trabajaba a gran velocidad para producir estas dos máquinas.

Apartémonos ahora de los estados centrales del norte de los Estados Unidos y de Chicago, y encontraremos otras empresas que se dedican también a la fabricación de aparatos y juegos de música y diversión. Todos estos fabricantes trabajaron con ahinco y tesón para dar curso a los pedidos que recibieron de sus clientes, tanto en los Estados Unidos como en muchos otros países del mundo.

The Rudolph Wurlitzer Company, North Tonawanda, Nueva York, E.U.A.—Esta empresa, radicada cerca de la ciudad de Buffalo, producía tres fonógrafos automáticos muy populares, o sean, los Modelos "1700", "1600A" y "1500A". Esta fábrica estaba preparada para dar a conocer al público un nuevo fonógrafo automátitco de alta fidelidad con los accesorios de música respectivos.

International Mutoscope Corporation, Long Island, Nueva York, E.U.A.—Esta empresa, una de las más antiguas del ramo en los Estados Unidos, tuvo mucha actividad tratando de satisfacer la demanda inusitada de sus máquinas para ferias y galerías, tales como: "Drive-Mobile" y su retratador automático "Photomat", así como sus máquinas para vender tarjetas "Art Parade" y "Universal Card Vendor".

Auto-Photo Company, Los Angeles, California, E.U.A.—Esta casa, radicada en la costa occidental de los Estados Unidos, trabajó también muy aciduamente con objeto de satisfacer la demanda de su máquina fotográfica automática "cuatro en uno" que tuvo gran éxito y fué muy solicitada.

Por lo tanto, la industria tuvo magníficas oportunidades durante la temporada de fiestas a fines del año 1954. Todas se hallaban muy activas. Las fábricas trabajaban a velocidad máxima. Muy pocas, si acaso, conceptuaban que "los negocios podrían ser mejores de lo que eran". Por eso es que recibieron una gran sorpresa cuando se convencieron en las primeras semanas de 1955 de que todas y cada una de las fábricas del ramo estaban inundadas de pedidos provenientes no sólo del marcado doméstico de los Estados Unidos sino de todas partes del mundo.

ENERO 1955

En la primera semana de enero de 1955 se presenció la introducción del primer nuevo producto de diversió o entretenimiento del año. Se trata de un nuevo juego de bolos (bowling) fabricado por la United Manufacturing Company y demoniado por ella "Mercury Shuffle Alley". Las ventas de este nuevo producto fueron fenomenales.

A la semana siguiente, la Bally Manufacturing Company dió a conocer su nuevo juego de entretenimiento denominado "Big Time". Casi de la noche a la mañana, esta empresa se vió literalmente abrumada con los pedidos de este nuevo juego que dió al fabricante una fama insólita. A esta empresa le costó much trabajo stender a todos los pedidos de estas y otras máquinas.

La United Manufacturing Company no se quedó muy atrás. Esta empresa introdujo también un nuevo producto del ramo que tantos laureles lo conquistó. Fué denominado "Mars Shuffle Alley". Esta firma se concenció también de que la demanda inusitada requería todas sus facilidades y recursos para dar curso a tolos los pedidos que se recibían en sus oficinas y al mismo tiempo fabricar todos los demás equipos que se hallaban en la cadena de producción de sus fábricas.

En la semana siguiente la United Manufacturing Company volvió a introducir un nuevo producto. Esta vez la firma presentó "Bonus Gun", un rifle accionado por monedas completamente nuevo, e introdujo, además, un nuevo juego de bolitas (pinball) denominado "Tropicana".

Durante la semana del 22 de enero

(Continúa en la pág. 106)

Fast Shipment on Bally Kiddie-Rides

●

Pinball Games

●

Arcade Equipment Of All Types

Entregas Rapidas de las Diversiones "Bally" Para Niños

●

Juegos De Bagatela

●

Equipo De Todas Clases Para Salas De Diversiones

Envois Rapides des manèges pour enfants "Bally"

●

de jeux de Pinball

●

d'équipement de parcs d'attractions de tous genres.

Schnellverschiffung von Bally's Kinderfreuden: Reiten und Fahren!

●

Pinball-Spiele

●

Arkadenausstattungen aller Art!

RIDE
THE CHAMPION
10¢

Bally CHAMPION HORSE-RIDE

Bally BULL'S-EYE Kiddie-Gun

World-Over Delivery

From Chicago, U. S. A.

The Center Of

Coin Machine Manufacture

It's just good business to get all your coin-operated equipment from Donan Distributing Co., located right in the front yard of all coin machine manufacture. For example, Bally Manufacturing Co., is the world's largest manufacturer of coin-operated games, and we are their local distributor . . . just a stone's throw from the big Bally factory. This permits us to give top service throughout the world . . . unbeatable service. Another thing, we can show you how to make real money, and lots of it year after year, because the Donan Organization is made up of veteran coin-men . . . men who know the game operating business thoroughly. So, make Donan your headquarters for coin-operated equipment of all types. You'll be mighty glad you did. Don't wait! Write at once . . . do it now!

Entregas a todas partes del mundo desde Chicago, EE. UU.

el Centro de Producción de

Máquinas Accionadas por Monedas

Es un buen negocio comprar todas sus máquinas accionadas con monedas a la Donan Distributing Co., situada en el corazón del centro de producción más grande del mundo de máquinas accionadas por modenas. Por ejemplo, la Bally Manufacturing Co., la fábrica más grande del mundo de máquinas accionadas por monedas y de la que somos los distribuídores locales, no queda sino a unos pocos pasos de nuestra casa. Esto nos permite rendir un servicio excelente en el mundo entero . . . un servicio que no tine rival. Más aun, estamos en condiciones de mostrarle cómo puede hacer dinero, sí mucho dinero, año tras año, pues la casa Donan está regentada por hombres que son veteranos en el negocio . . . hombres para los cuales el campo de máquinas accionadas por monedas no tiene secretos. Así, pues, compre a Donan todo su equipo accionado por monedas. Seguramente que quedará muy contento harberlo hecho. No espere más! Escribamos inmediatamente! . . . Hágalo ahora mismo!

Livraisons dans tous les pays.

de Chicago, U. S. A.

le centre de la Machine

distributrice automatique.

C'est une bonne affaire de commander tout votre équipement à distribution automatique de Donan Distributing Co., situé au centre nème de l'industrie de la machine distributrice automatique. Par exemple, Bally Manufacturing Co. est le fabricant le plus grand du monde de jeux à fonctionnement par pièce de monnaie, et nous sommes leur distributeur . . . à quelques pas de l'usine Bally. Ceci nous permet de donner des services de permier ordre dans tous les pays . . . des services imbattables. De plus, nous pouvons vous montrer comment faire de l'argent, et beaucoup, d'année en année, parce que l'Organisation Donan est composé de vétérans da la machine à distribution automatique . . . d'hommes qui connaissent la matière à fond. Donc, faites de Donan votre quartier général pour l'équipement de tous genres fonctionnant avec pièce de monnaie. Vous ne le regretterez pas. N'attendez-pas. Ecrivez de suite . . . Faites-le maintenant!

Lieferungen nach aller Welt von Chicago, U. S. A.

– dem Zentrum der

münzautomatischen Industrie.

Es ist geschäftlich ratsam, alle Ihre münzautomatischen Ausstattungen von der Donan Distribution Co. zu beziehen, die ihre Zentralstelle gleich vor den Türen der Münzautomatenindustrie hat. So, zum Beispiel, ist die Bally Manufacturing Company die grösste Fabrik von münzautomatischen Spielen der Welt, und wir sind ihre örtliche Umschlagsstelle . . . auf einem Sprung von der grossen Bally-Fabrik. Das gestattet uns, die ganze Welt bestens zu bedienen . . . und jede Konkurrenz zu schlagen. Ausserdem können wir Ihnen zeigen, wie Sie wirklich Geld verdienen können—viel Geld, Jahr für Jahr—besteht doch die Fa. Donan aus alteingeführten Münzmaschinen-Experten . . . aus Leuten, die das Spielunternehmergeschäft gründlich kennen. Machen Sie deshalb die Fa. Donan zu Ihrem Hauptquartier für münzautomatische Ausstattungen aller Art. Später werden Sie darüber froh sein. Warten Sie nicht! Schreiben Sie uns sofort . . . heute noch!

DONAN DISTRIBUTING COMPANY

5009 NORTH KEDZIE AVE.
CHICAGO 25, ILLINOIS

"The Cash Box"—Vierteljährlicher Ausfuhrbericht

FÜR DAS ERSTE VIERTEL DES JAHRES 1955

VORWORT:

Wegen der vielen Nachfragen, The von Abonnenten auf "The Cash Box" aus der ganzen Welt hereinkamen, mit der Bitte doch am Ende eines jeden Vierteljahres eine Ausgabe mit einer vollständigen Uebersicht über alle während dieser Zeit auf den Markt gebrachten Musik- und Unterhaltungsmachinen in ihrer eigenen Sprache zu drucken, damit sie den Text leichter and schneller lesen, besser verstehen and sich ein klareres Bild davon machen können, was auf dem amerikanischen Markte geschah and noch vor sich geht, hat "The Cash Box" sich enschlossen, diesem Wunsche durch die Veröffentlichung der **Vierteljährlichen Exportausgabe** von "The Cash Box" neben der englischen auch in der deutschen, französischen and spanischen Sprache gerecht zu werden.

Die ständig wachsende Nachfrage aus der ganzen freien Welt nach der amerikanischen Musik- und Unterhaltungsmachinen — nach neuen wie nach gebrauchten — hat dazu reführt, dass die Bedeutung von "The Cash **Box"-Preislisten** in ständigem Wachsen begriffen ist.

Es wird berichtet, dass die Regierungen in the ganzen Welt "The Cash **Box"-Preislisten** bur Kontrolle der Zölle und der allgemeinen Vorscriften heranziehen, wie auch zur Festsetzung der Steuern and zur Klärung anderer Fragen, die sich auf die Einfuhr in ihr Land und auf dessen Finanzvorschriften beziehen.

Internationale Industrien aller Länder machen sich "The Cash Box"-Preislisten, die nun schon über 16 Jahre in Gebrauch sind, weitgehend zu Nutzen, um sich ein klares Verständns der Preise für meriganische Musik- und Unterhaltungsmachinen jeder Art zu verschaffen.

Während der letzten paar Jahre haben amerikanische Firmen angefangen, in stets wachsendem Umfang — vom Dollar-Wert wie auch von der Menge aus betrachtet — zu exportieren. Das hat eine ganz neue Lage für die Hersteller and Wiederverkäufer amerikanischer Maschinen aller Art geschaffen, die nun daran interessiert sind, Verbindungen mit Käufern in allen Ländern der freien Welt anzuknüpfen, um ihnen die zum Verkauf stehenden Ausstattungen anzubieten und sich den Besonderheiten der ausländischen Märkte anzupassen.

Viele gebrauchte Maschinen sind äusserst sinnreich instandgesetzt worden, und die amerikanischen Firmen sind bestrebt, den Bedarf von Importeuren in den versciedenen Ländern der Welt mit der richtigen von ihnen benötigten Waren zu befriedigen. Viele Ausstattungen sind instandgesetzt und umgearbeitet worden, gerade um solver Nachfrage zu genügen.

Die erste Ausgabe der Vierteljährlichen Exportausgabe von "The Cash Box" öffnet die Tore zu besserem Verständnis and festeren Geschäftsverbindungen zwischen Verkäufer and Käufer neuer und gebrauchter Maschinen aller Art. Durch die Ausgabe dieser Nachristen in the Sprache des Importeurs amerikanischer Machinen, wird es letzterem ermögliche alles das besser zu verstehen and abzuschätzen, was die Einzelheiten und Bedingungen der angebotene Ausstattungen betrifft.

Das Folgende is eine Uebersich über das erste Viertel des Geschäftsjahres 1955 mit einem anschliessenden Bericht über die Monate Januar, Februar und März des Jahres 1955.

Nicht nur werden alle neuen Maschinen, die während dieses Vierteljahres auf den Markt gebracht worden, mit dem Namen der Hersteller aufgezählt, sondern eskommen auch als Zugabe bu den Allgemeinnachrichten über neue und gebrauchte Maschinen wichtige Bemerkungen über allgemeine Geschäftstendenzen zum Abdruck, um allen interessenten möglichst ausführlich zu Diensten sein zu können.

RUECKSCHAU:

Das Jahr 1954 endete mit einer sehr optimistischen Enstellung. Im Oktober 1954 wurden allerdings pessimistische Stimmen laut, die daran zweifelten, ob die letzten Monate von 1954 und das erste Vierteljah von 1955 sich als günstige Geschäftsmonate erweisen würden.

Doch gerade dann kam eine Geschäftsbelebung zustande; ganz abgesehen von den Weihnachts- und Neujahrs-Saisonverkäufen wuchs das Geschäft ganz erstaunlich; viele Fabrikanten ersuchten ihre Angestellten, Ueberstunden zu arbeiten, um der Menge der hereinströmenden Aufträge gerecht werden zu können.

Das Resultat war eine sehr gesegnete Feiertagszeit für die Hersteller wie auch für die Wiederverkäufer.

Als sich das Jahr 1954 seinem Ende entgegenneigte, stellten führende Fabriken die folgenden Produkte her:

Die Fa. **AMI, Inc., Grand Rapids, Michigan, U.S.A.** war nunu mit ihren tonreinen automatischen Plattenspielern mit 40, 80 und 120 Auswahlstücken gut im Gange. Diese Fabrik benannte ihr neues Product den "Modell-F"-Plattenspieler. Ausser diesen so farbenreichen Plattenspielern, stellte diese Firma auch tonreines automatisches Musikzubehör von ganz neuer Machart her.

Die **Bally Manufacturing Company, Chicago, Illinois. U.S.A.**, eine der hervorragendsten Fabriken der Industrie, forden zu Beginn des Jahres 1955 die Konkurrenz heraus mit einigen der feinsten Produkte, die diese Firma je hervorgebracht hat. Diese Fabrik hatte schon viele Jahre lang besonders gute Erfolge erzielt und sich erworben. Im Jahre 1954 schien es, als ob diese Firma den Höhepunkt ihres Erfolges erreicht hätte, doch wurde man durch die ersten Produkte des Jahres 1955 eines Besseren belehrt. Als das Jahr 1954 zur Neige ging, farizierte diese Firma "Variety," ein ein münzautomatisches Pferd, and "Moon-Ride" (Mondschein-Fahrt), ein anderes Kindervergnügen mit münzautomatischem Antrieb; dazu kamen zwei neue münzautomatische Kegelspiele: "Magic Bowler" und "Mystic Bowler".

Die **Chicago Coin Machine Company. Chicago, Illinois, U.S.A.**, welche einen sehr schönen Erfolg mit ihren im Jahre 1954 erzeugten Produkten erzielt hatte. war obenan mit den neuen Maschinen, die sie auf den Markt brachte. Diese münzautomatischen Kegelspiele fanden beim amerikanischen Publikum, das Unterhaltungsspiele liebt, besonderen Anklang, und diese Firma war deshalb eine der meistbeschäftigsten der Industrie.

Die Fa. **Exhibit Supply, Chicago, Illinois, U.S.A.**, gehört zu denen, die jetzt schon über 50 Jahre der Industrie angehören; auch sie war eifrig damit beschäftigt, den Bedarf des internationalen Münzmaschinenmarktes zu decken. Zur Zeit war das hervorragendste Product dieser Firma "Sportland Gun" (die Sportland Flinte), ein münzautomatischer Schiessstand. Des weiteren hat diese Firma Produkte wie "Junior Jet Ride", "Big Bronco". "Roy Roger's Trigger", "Rudolph The Red Nosed Reindeer", "Pete The Rabbit", "Rawhite", "Space Patrol" und "Sea Skate" auf den Markt gebracht; sie alle dienen dazu um Kinder auf Pferden, Renntieren, Kaninchen und in Schiffen reiten oder fahren zu lassen. Ein sehr feines Produkt, "Vacumatic Card Vendor" genannt, stellte ein vollkommen neues Prinzip einer Kartenverkaufsmaschine dar und wurde sehr freudig aufgenommen. Zugleich fuhr die Firma fort, Arkaden-Maschinen, Bedarfsartikel für solche Maschinen, wie auch andere zu dieser Industrie gehörige Ausstattungen herzustellen.

Die **Genco Manufacturing & Sales Company, Chicago, Illinois, U.S.A.**, die jetzt in den Händen dreier junger Teilhaber ist, brachte auf diesem Gebiet ein sehr feines Produkt auf den Markt. Es handelt sich um ein neue münzautomtische Flinte, "Big Top Rifle Gallery" (Riesenschiessstand) genannt.

Die Fa. **D. Gottlieb & Company, Chicago, Illinois, U.S.A.**, die durch ihre Pinball-Spiele in der ganzen Welt bekannt is, had gerade eine gänzlich neu ausgestaltete Maschine für vier Spieler auf den Markt gebracht, die "Super Jumbo" heisst. Zugleich stellte sie ein ihrer gut bekannten Pinball-Spiele mit fünf Kugeln her, die "Diamond Bill". Mit beiden Maschinen war die Firma gut beschäftigt, um der Natchfrage gerecht zu werden.

Wie Fa. **J. H. Keeney & Company, Inc., Chicago, Illinois, U.S.A.**, war auch hart an der Arbeit, um die Nachfrage nach ihren gut bekannten Produkten zu decken. Diese waren: "Sportsman" (ein münzautomatische Flinte); "American Bowler" (ein Kegelspiel); wie auch ihre weltbekannte "Keeney Cigarette Machine". Diese Firma wird gemäss ihrer Bekanntgebung bald eine Kaffeeverkaufsmaschine herausbringen.

Die **Rock-Ola Manufacturing Corporation, Chicago, Illinois, U.S.S.**, war besonders geschäftig, um die Nachfrage nach ihren neuen münzautomatischen Plattenspielern und Musik-Zubehör bu decken. Diese wohlbekannte Musikautomatenfabrik stellte tonreine automatische Plattenspieler mit 120 und 50 Auswahlstücken her, wie auch den dazu passenden Musikzubehör. Diese neuen Plattenspieler sind als "Modell 1446" bekannt.

Die Fa. **J. P. Seeburg Corporation, Chicago, Illinois, U.S.A.**, hatte mehr zu tun als je zuvor, um die Nachfrage nach ihrem neuen Modell eines tonreinen automatischen Plattenspielers nebst Zubehör zu decken. Dieser Plattenspieler war das "Modell-HF-100R" und bot 100 Auswahlstücke. Zugleich baute die Fabrik auch einen nichtmünzautomatischen Plattenspieler mit 200 Auswahlstücken von ausgezeichneter Qualität für den Inlandmarkt, wie auch für Hintergrund-Musikeinrichtungen.

Die **United Manufacturing Company, Chicago, Illinois, U.S.A.**, eine der äusserst beliebten Fabriken der Industrie, war auch stark beschäftigt. Ihre Produkte waren: "Mercury", "11th Frame" und "Comet", alle Shuffle-Spiele. Alle drei Produkte erfreuten sich einer ständigen Nachfrage. Des weiteren stellte die Firma eine münzautomatische Flinte, "Carnival Gun", her, wie auch ein "inline" Pinball-Spiel, "Singapore" genannt.

The Williams Manufacturing Company, Chicago, Illinois. U.S.A.. war auch eine stark beschäftige Fabrik. Sie stellte zur gleichen Zeit zwei Produkte her, und zwar: "Jet Fighter", ein münzautomatische Flinte, und "Lulu", ein Pinball-Spiel mit fünf Kugeln. Die Firma war voller neuer Ideen. Sie war damit beschäftigt, mit neuen Produkten zu experimentieren und sie auszuarbeiten, und zugleich arbeitete sie mit Volldampf voraus, um besagte zwei Maschinen herzustellen.

Neben dem geschäftigen Mittelwesten und dem Bezirk von Chicago, U.S.A., gab es aber auch noch andere Firmen, die sich mit der Herstellung von Musikautomaten und Unterhaltungsspielen befassten. Diese Fabriken waren hart an der Arbeit, um den Aufträgen, die si vom Amerika-Markt und von den anderen Weltmärkten erhielten, gerecht zu werden.

Die Fa. **The Rudolph Wurlitzer Company, North Tonawanda, New York, U.S.A.**, unmittelbar ausserhalf der Stadt Buffalo gelegen, fabrizierte drei sehr beliebte automatische Plattenspieler, die modelle: "1700", "1600A" und "1500A". Diese Fabrik war mit der Herstellung eines tonreinen automatischen Plattenspielers mit Musikzubehör beschäftigt, den sie bald herausbringen wollte.

Die Fa. **International Mutoscope Corporation, Long Island. New York City, U.S.A.**, eine der ältesten Firmen der Industrie, war voll beschäftigt, um der Nachfrage nach Arkaden-Maschinen, wie "Drive-Mobile", und ihrem automatischen Lichtbildapparat "Photomat", wie auch nach ihren Postkartenverkaufsmaschinen "Art Parade" und "Universal Card Vendor" gerecht zu werden.

Reilly — — Reilly

Die **Auto-Photo Company. Los Angeles, California.** an der Westküste der Vereinigten Staaten gelegen, war auch hart an der Arbeit, um die Nachfrage nach ihrer 'Vier-in-eins" automatischen Lichtbildmaschine zu decken. Diese Maschine war sehr beliebt und erfreute sich einer ständigen Nachfrage.

Als das Jahr 1954 zur Neige ging, konnte man nur sagen, dass die Industrie schöne Weihnachtsfeiertage hinter sich hatte. Die Fabriken arbeiteten mit Vollkraft. Es gab nut wenige, die glaubten, das Geschäft Könne jemals besser gehen. Alle waren daher sehr erstaunt, als während der ersten Wochen von 1955 jede Fabrik der Industrie mit Aufträgen überhäuft wurde, und zwar nicht nur aus den Vereinigten Statten, sondern aus allen Teilen der Welt.

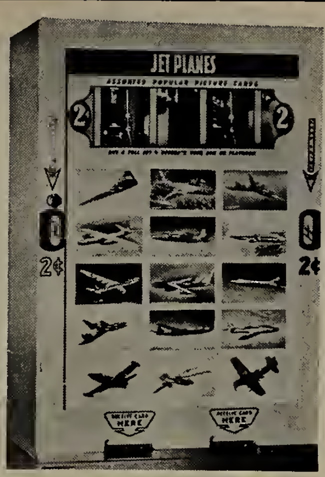
JANUARY 1955:

Gleich in den ersten Januar-Wochen des Jahres 1955 wurde das erste Unterhaltungsprodukt des Jahres auf den Markt gebracht. Es war ein neues Kegelspiel der United Manufacturing Company, welches die Firma "Mercury Shuffle Alley" benannte. Verkaufsgeschäte konnten mit diesem neuen Produkt fast augenblicklich abgeschlossen werden.

In der darauf folgenden Woche kündigte die Bally Manufacturing Company ihr neues "in-line" Unterhaltungsspiel an, "Big Time" genannt. Fast übernacht wurde diese Firma mit Aufträgen für dieses neue Spiel buchstäblich überschüttet, eine Abart der Spiele für welche diese Fabrik einen so hervorragenden Ruf erworben hatte. Mit allen anderen Maschinen, die sie herstellte, war diese Firma vor eine schwere Aufgabe gestellt, um allen diesen Aufträgen gerecht werden zu können.

Die United Manufacturing Company blieb nicht lange hintenach. Auch sie brachte ein ihrem Weltruf entsprechendes Produkt auf den Markt. Es nannte sich "Mars Shuffle Alley." Auch diese Frm fand bald heraus, das es der vollen Arbeit all ihrer Anlagen bedurfte, um die Aufträge auszuführen, die sich in ihr Büro ergossen, musste sie doch ausserdem noch alle anderen Ausstat-

(Fortsetzung auf Seite 108)



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3. **Exhibit Kiddie Rides with their service free operation and big profits, have become the most stable operating equipment on the market today.**

We solicit active distributors in foreign countries, who are interested in selling a quality line of coin-operated machines, which are acknowledged leaders in their field. To such distributors, we will sell Exhibit products at our best prevailing wholesale prices.

Por más de medio siglo el nombre "Exhibit Supply" ha aparecido en miles de máquinas de diversión accionadas por monedos, las que han reportado pingües ganacias a los empresarios en el mundo entero.

1. **Las máquinas "Exhibit" para la venta de tarjetas postales han vendido, año tras año, millones de novedosas tarjetas "Exhibit" en los parques de diversiones, sales de tiro al blanco, establecimientos y otros lugares. Se dispone de modelos especiales para la venta de vistas panorámicas, folletos, libretines, etc.**
2. **"Exhibit" fué la que originó los juegos de pistola usando el sistema "Dale"—hoy día la diversión que rinde más dinero a los empresarios y que tiene gran demanda en todo el universo. Los juegos de pistola son una verdadera atracción y han sido un verdadero éxito en Europa.**
3. **Las diversiones para niños "Exhibit" que pueden calificarse como libres de fallas y como un verdadero éxito financiero para los empresarios, se han convertido en el equipo más estable que existe hoy dia en el mercado.**

Deseamos obtener distribuidores activos en los países extranjeros que esté interesados en un reglón de máquinas para diversiones accionadas por moneda de primera calidad, y que son reconocidas como las máquinas que van a la cabeza en este campo. A tales distribuidores venderemos los productos "Exhibit" a precios al por mayor más bajos del mercado.

Pendant plus d'un demi-siècle, la marque "Exhibit Supply" a paru sur des milliers de machines de jeux automatiques, qui ont représentées un grand profit pour les opérateurs du monde entier.

1. **Machines distributrices de cartes "Exhibit", qui vendent les millions de cartes Exhibit chaque années, dans les parcs, les arcades, les magasins, et autres emplacements. Des modeles spéciaux sont disponibles pour les ventes de vues de paysages, dépliants, petits livres . . .**
2. **"Exhibit" est l'auteur des jeux de fusils utilisant le système "Dale"—qui font aujourd'hui le plus d'argent—de demande universalle. Quatre modèles, le régulier, le match, et/ou combinaison jeu libre. Ces fusils ont un appel inusuel et un très grand succès en Europe.**
3. **Exhibit Kiddie Rides, manèges avec leur service opération libre et de gros profits, sont devenus l'un des équipements le plus stable du marché d'aujourd'hui.**

Nous sollicitons des distributeurs actifs dans les pays étrangers, qui sont intéressés à vendre une qualité de machines distributrices, fonctionnant avec pièce de monnaie, qui sont à la tête de cette industrie.

A ces distributeurs, nous vendrons nos produits Exhibit aux meilleurs prix de gros en vigueur.

Uber 50 Jahre lang ist der Name "Exhibit Supply" auf tausenden von münzautomatischen Unterhaltungs-Maschinen erschienen, mit welchen Unternehmer in den ganzen Welt viel Geld verdient haben.

1. **Die Kartenverkaufsautomaten der Fa. "Exhibit" verkaufen jedes Jahr Millionen von neuartigen Karten der Fa. "Exhibit" in Parks, Arkaden, Kaufläden und auf anderen Standorten. Besondere Modelle sind erhältlich zum Verkauf von Ansichtskarten, Prospekten, Broschueren, u.s.a.**
2. **Die Fa. "Exhibit" ist die Schöpferin von Schiessspielen nach dem Dale-System—heute die grössten Geldverdiener—und allgemein beliebt! Vier Modelle mit Regulär-, Wett- und/oder Frei-Spiel Kombinationen. Diese Flinten sind ganz besonders beliebt und haben Europa im Sturme erobert!**
3. **"Exhibit Kiddie Rides"—Kinderfahr- und-reitspiele der Fa. "Exhibit"—mit ihrem dienstfreien Betrieb und grossem Profit—zählen zu den besteingefuehrtesten Betriebsausstattungen, die heute auf dem Markte erhältlich sind.**

Wir suchen geschäftstüchtige Wiederverkäufer im Auslande, die daran interessiert sind, münzautomatische Maschinen zu verkaufen, welche als führende Qualitätswaren bekannt sind. Wir sind bereit, solchen Wiederverkäufern Produkte der Fa. "Exhibit" zu unseren besten Grosshandelspreisen zu verkaufen.

ESTABLISHED SINCE 1901

EXHIBIT SUPPLY

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Lieberman Music, Omaha, Will Conduct Bally School April 12-13

OMAHA, NEB.—Bob Breither and Paul Calamari, Bally field engineers, will be at Lieberman Music Company offices, this city, on April 12 and 13 to conduct the Bally Service School.

Breither and Calamari jointly stated, "We will reveal the latest servicing tips, better operating methods, give detailed explanations of wiring diagrams, and provide a thoro coverage of the new Bally in-line game 'Gayety', together with 'Magic' and 'Mystic Bowler'. We will, as usual, conduct lengthy question and answer periods to provide the solution to individual operating and servicing problems. Coinmen from the Omaha territory will do well to attend this school and obtain the valuable assistance we can give them."

Jerry Harris of the Lieberman organization, and members of his staff, will be on hand to greet operators and servicemen.

Pictured below is a recent photo taken of the Omaha offices, with Howard Ball, service manager; Howard Klein; Elizabeth Van Buskirk; Jerry Harris; an Iowa operator; Barney Luckman; and Merle Powell in front of the building.

Lieberman Music Co.

MOON RIDE
MOON RIDE

ATTENTION!

Only 36 left of entire

BALLY MOON RIDE Stock!

They all must go at only **$450** each

HERE'S A SPECIAL OFFER!!

$300 ALLOWED FOR BALLY CHAMPION HORSES or EXHIBIT BIG BRONCOS in trade for BALLY MOON RIDES

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Bulletin Trimestriel Exportation Pour "The Cash Box"

PREMIER TRIMESTRE 1955

INTRODUCTION

Vu le grand nombre de requêtes reçues des abonnés au "The Cash Box" de toutes les parties du monde libre, demandant su'à la fin de chaque trimestre, un rapport soit publié avec une revue complète de toutes les machines à jeux et jute-box introduites pendant le trimestre, ceci dans leur propre langage pour une lecture plus facile et plus rapide, une meilleure comprehension, et pour une vue plus claire de ci qui se passe et s'est passé sur le marché américain. The Cash Box a décidé de se rendre à cette instance en publiant **"The Cash Box Quarterly Export Edition"** en Espagnol, en Français, en Allemand, aussi bien qu'en Anglais.

La demande croissants de machines à jeux et à musique Américaines, tant neuves que de seconde main, émanant de tous les pays du monde libre, a été la cause d'une importance accrue de **"The Cash Box Price Lists."**

Les Gouvernements de tous pays à présent se réfèrent aux tarifs **"The Cash Box Price Lists"** pour les droits et réglementations de douane, ainsi que les taxes et autres détails se rapportant à l'importation et réglements financiers de leur pays.

Les membres internationaux de l'industrie, quel que soit le pays dont ils sont résidents, utilisent **"The Cash Box Price Lists"** qui a maintenant plus de 16 ans d'existence, pour avoir une vue plus nette des prix des machines à jeux, à musique "jute boxes" américaines de toutes sortes.

Dans les quelques années qui viennent de s'écouler, les Maisons américaines ont commencé à exporter plus que jamais, aussi bien en dollars qu'en quantité. Ceci a créé une situation entièrement nouvelle pour les fabricants et vendeurs de machine américaines de toutes sortes, qui, maintenant désirent atteindre les acheteurs de tous les pays du monde libre. Ils veulent informer l'acheteur de l'équipement qu'ils ont à vendre. Ils veulent surtout le satisfaire sur son propre marché.

Beaucoup d'ingénieux reconditionnements des machines usées ont été effectués. Les Maisons américaines sont prêtes à satisfaire les demandes des importateurs des divers pays, avec le genre exact d'équipement dont ils ont besoin. Elles ont un équipement reconditionné et remis en état pour les servir.

La première parution de **"Bulletin Trimestriel Export Edition The Cash Box"** ouvre le chemin à une meilleure comprehension et à des relations d'affaires plus proches entre le vendeur et l'acheteur de machines américaines, neuves ou de seconde-main, de toutes sortes.

En publiant les informations dans le langage même de l'importateur de machines américaines, celui-ci pourra mieux saisir les circonstances actuelles et les conditions générales concernant l'équipement qui lui est offert.

Ceci est donc une revue des affaires du premier trimestre 1955, et couvre les mois de Janvier, Février et Mars, 1955.

Nous donnerons non seulement la nomenclature de toutes les nouvelles machines ayant été lancées sur le marché durant le premier trimestre, ainsi que le nom des fabricants, mais, en même temps donnerons d'importants renseignements, tels que les nouvelles tendances, et, ceci, en supplément des informations générales, s'avérera de grande importance pour tous les intéressés.

REVUE

1954 se termina sur une note trés optimiste. Durant Octobre, 1954, il y avait quelques conjonctures pessimistes quant à la balance de 1954, et on se demandait peut-être même si le premier trimestre de 1955 s'affirmerait des mois de "good business."

C'est alors qu'il y eu un renouveau d'affaires, et malgré les vacances de Noël et du Jour de l'An, les affaires prirent un essor prodigieux. Beaucoup de fabricants demandèrent à leur personnel de faire des heures supplémentaires, afin de faire face à la grande presse des commandes qui arrivaient.

Le résultat fût une joyeuse saison aussi bie pour les fabricants que pour les distributeurs.

A la fin de 1954, les machines fabriquées par les principales usines étaient comme suit:

AMI, Inc., Grand Rapids, Michigan, U. S. A., est à présent en chemin en ce qui concerne sa production, avec ses nouveaux phonographes à sélection automatique, haute fidélité "high fidelity," 40, 80 et 120 sélections automatiques. Cette usine a appelé sa nouveauté: phonographs "Model 'F.' " En plus de ces derniers très tout nouveaux pour cegenre de musique automatique haute fidélité "high fidelity."

Bally Manufacturing Company, Chicago, Illinois, U. S. A., l'un des principaux industriels, au début de 1955, lança sur le marché quelques uns des meilleurs produits fabriqués jusque là par cette Maison. Cette usine a eu un succès prodigieux depuis de nombreuses années, et a acquit beaucoup de partisans. En 1954, il semblait qu'elle était au sommet de sa réussite. Mais ce fût démenti par ses premières nouveautés de 1955. A la fin de 1954, cette organisation produisait "Variety" un jeu de type "pinball," "Champion" un cheval actionné automatiquement par monnaie, "Moonride" également automatique pour enfants, et deux autres jeux de boules automatiques "Magic Bowler" et "Mystic Bowler."

Chicago Coin Machine Company, Chicago, Ill , U. S. A. qui a eu un très bon succès à la présentation de ses produits en 1954, a touché le summum avec ses nouvelles machines. C'était "Thunderbolt Bowler" et "Fireball Bowler." Ces jeux de boule automatiques, ont séduit l'imagination du plblic américain des parcs d'attractions, et de ce fait, cette Maison a été l'une des plus actives dans l'industrie des jeux.

Exhibit Supply, Chicago, Ill., U.S.A. un Maison qui a passé le cap de 50 ans dans l'industrie, a été également très active pour satisfaire la demande du marché international des machines automatiques. A ce moment, le produit le plus marquant de cette firme était "Sportland Gun," tir à la carabine automatique. De plus, cette Maison livrait des machines comme "Junior Jet Ride," "Big Bronco," "Roy Roger's Trigger," "Rudolph The Red Nosed Reindeer," "Pete the Rabbit," "Rawhide," "Space Patrol," et "Sea Skate," tous des jeux pour enfants, représentant des chevaux, des daims, des lapins, et des bateaux. Un tres bon produit appelé "Vacumatic Card Vendor," d'un genre tout-à-fait différent de ce qui se fait habituellement dans les machines à distribution automatique. En même temps, cette Firme continuait àfabriquer des machines pour parcs d'attractions, des accessoires pour ce genre de machines, ainsi que tout équipmement pour cette industrie.

Genco Manufacturing & Sales Company, Chicago, Ill., U. S. A., qui a maintenant à sa tête trois jeunes gens, lança dans l'industrie un trés bon produit, un nouveau fusil, à fonctionnement automatique, qui fût appelé "Big Top Rifle Gallery."

D. Gottlieb & Company, Chicago, Illinois, U. S. A., très bien connue dans le monde entier pour ses jeux type "pinball," venait de lancer une machine tout-à-fait nouvelle dans le genre, qui fût appelée "Super Jumbo" à quatre joueurs. En même temps elle fabriquait l'un de ses fameux jeux à cinq balles type "pinball," le "Diamond Lill." Pour satisfaire les demandes, cette Firme a été très occupée avec la fabrication des deux machines mentionées.

J. H. Keeney & Company, Inc., Chicago, Illinois, U. S. A. a également travaillé à plein rendement pour satisfaire les demandes de ses produits très connus. Ce sont "Sportsman" (un fusil à fonctionnement automatique par pièce de monnaie); "American Bowler" (un jeu de boules); "National Bowler" (un jeu de boules), ainsi que sa fameuse "Kenney Cigarette Machine." Il a aussi announcé à l'industrie la sortie d'une machine à distribuor le café.

Rock-Ola Manufacturing Corporation, Chicago, Ill., U. S. A. était très active pour satisfaire la demande de ses nouveaux phonographes à fonctionnement automatique par monnaie, et accessoires de musique Ce fabricant d'appareils de musique automatiques, qui est très connu, produsait un phonographe automatique "High Fidelity" à 120, selections ainsi qu'à 50 selections, et les accessoires. Ces nouveaux phonographes ont étè lancés sous le nom de "Modèle 1446."

J. P. Seeburg Corporation, Chicago, Ill., U. S. A., a été plus active que jamais pour satisfaire la demande de son nouveau phonographe haute fidélité et accessoires. Le phonographe était le "Modèle HF-100-R" avec un choix de 100 disques. En même temps, cette usine manufacturait un phonographe à 200 selections, non opéré par pièce de monnaie, d'une qualité très bonne haute fidélité, pour le privé ainsi que pour les installations de musique.

United Manufacturing Company, Chicago, Illinois, U. S. A., une des usines les plus populaires de l'industrie, était aussi très active. Elle lançait les jeux de palets "Mercury," "1th Frame" et "Comet." Tous ces jeux ont été très demandés. En plus, cette firme fabriquait également un fusil fonctionnant avec une pièce de monnaie "Carnival Gun" ainsi qu'un jeu type "pinball" appelé "Singapore."

Williams Manufacturing Company, Chicago, Ill., U. S. A. a été aussi très affairée. Elle manufacturait deux produits dans le même temps. C'étaient un fusil fontionnant avec pièce de monnaie "Jet Fighter" et "Lulu" un type de pinball à cinq billes. Cette firme avait beaucoup d'idées en voie à ce moment." Elle était en train d'éxpérimenter et construire ces nouvelles machines, tout en continuant à plein rendement la production de ces deux machines.

Loin des centres affairés du Midwestern et de Chicago, d'autres Compagnies étaient également engagées dans la fabrication des machines, jeux et musique. Ces firmes travaillaient aussi à plein rendement pour satisfaire les commandes reçues du marché américain ainsi que des marcés internationaux.

The Rudolph Wurlitzer Company, North Tonawanda, New York, U. S. A., tout près de Buffalo, fabriquait trois phonographes automatiques très en vogue, Modèles: "1700," "1600A" et "1500A." Ce Fabriquant se préparait à announcer son nouveau phonographe automatique, haute fidélité, avec les accessoires.

International Mutoscope Corporation,, Long Island, New York City, U. S. A., l'une de plus anciennes maisons de l'industrie, avait beaucoup à faire pour satisfaire la demande de ses machines de galeries d'attractions comme "Drive-Mobile," de son appareil photographique automatique "Photomat," ainsi que de ses machines distributrices de cartes postales "Art Parade" et "Universal Card Vendor."

Auto-Photo Company, Los Angeles, California, sur la côte ouest des Etats Unis, travaillait aussi très dur pour satisfaire la demande de sa "quatre en une machine" automatique à photographier, qui a gagné une très grande popularité et est très en demande.

Comme 1954 venait à conclusion, l'industrie a fêté avec joie la semaine sainte. Tous étaient très actifs. Les usines travaillaient à plein rendement. Peu pensait que les affaires pourraient être encore meilleures. Aussi, ce fût une surprise quand, dans les premières semaines de 1955, les usines se virent submergées de commandes. Non seulement du marché domestique des Etats-Unis, mais de tout le marché international.

JANUARY 1955

La toute première semaine de Janvier 1955 vit l'introduction des nouvelles machines de jeux de l'année. C'était un nouveau jeu de boules par United Manufacturing Company, que cette Compagnie a appelé "Mercury Shuffle Alley." Les affaires, sur ce nouveau produit, ont été presqu'instantanées.

La semaine suivante, Bally Manufacturing Company announcça sa nouvelle machine de jeux, qu'elle appela "Big Time." Presque du jour au lendemain, cette Maison fut litteralement submergée de commandes pour ce jeu nouveau, type de jeu pour lequel cette Maison a acquit une très grande réputation. En plus de sa production courante, cette firme avait grand'peine à satisfaire toutes les commandes.

United Manufacturing Company, ne suivait pas de très loin. Eux aussi, introduisaient un nouveau produit dans l'industrie, dans laquelle ils jouissent d'un haut standard. Il fût appelé "Mars Shuffle Alley." Cette Maison, également, fût submergée de commandes qui affluaient à ses bureaux, et elle trouva que la grande demande réclamait tout son temps, alors qu'elle essayait de terminer ce qui était en train sur sa chaine de production.

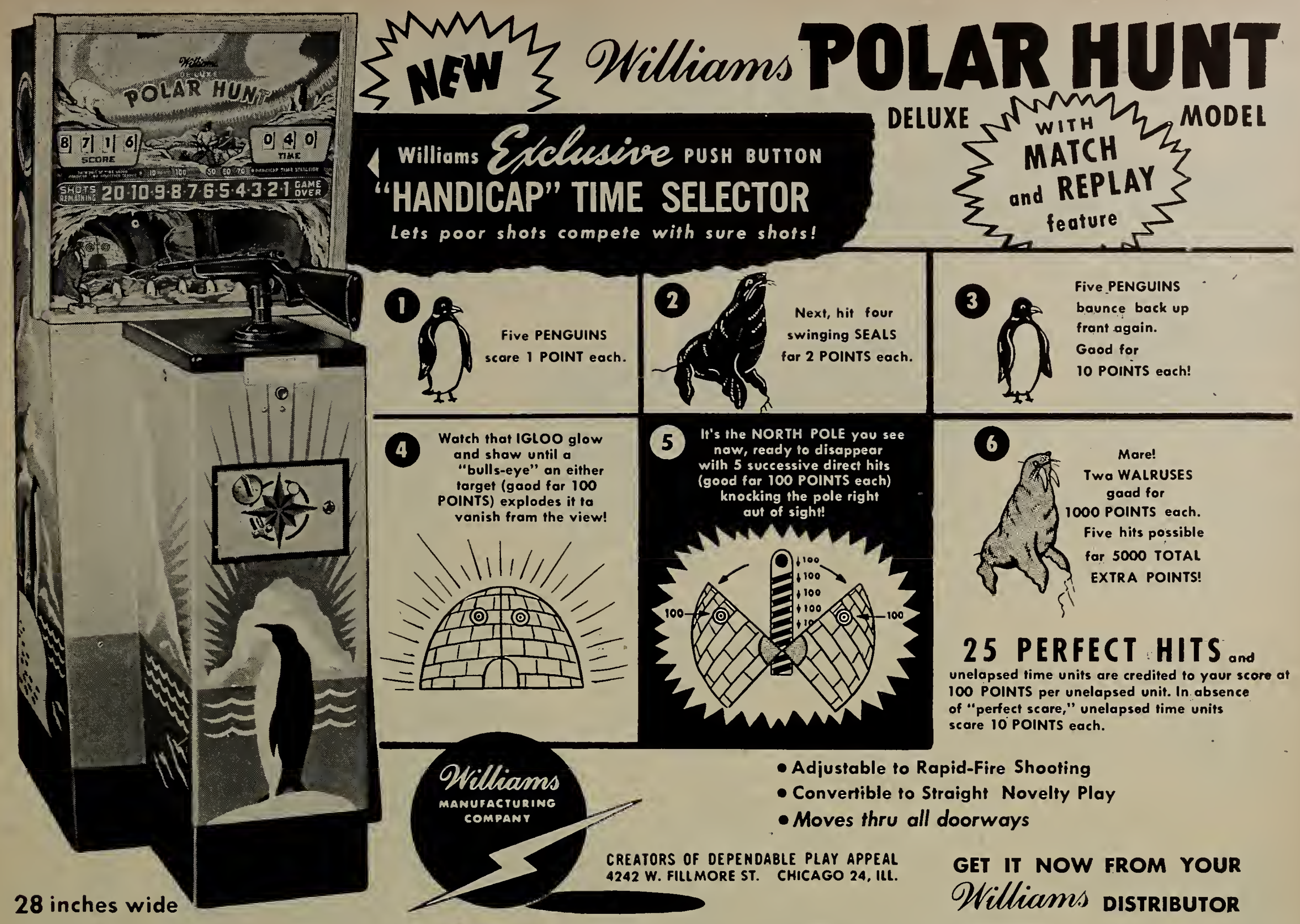
La semaine après, de nouveau, United Manufacturing Company introduisit une machine. Cette fois, cette Compagnie présenta "Bonus Gun," un fusil tout-à-fait nouveau à fonctionnement par pièce de monnaie, et, en addition, un nouveau jeu dans le genre pinball, appelé "Tropicana."

D'autres fabricants, dans la semaine du 22 Janvier 1955, introduisirent de nouveaux produits. Chicago Coin Machine Company, qui remporte un succès à chaque nouvelle présentation de produits, entra dans le marché de 1955, avec "Criss-Cross Target." Un jeu de boules qui instantanément gagna l'opinion, et qui est considéré comme l'un des meilleurs produits justqu'à ce jour.

Exhibit Supply, la Maison qui a eu tant de succès avec ses fusils à fonctionnement automatique avec pièce de monnaie, décida qu'il était grand temps de présenter un des produits qu'elle tenait en suspens. C'était le nouveau fusil automatique "Sportland Shooting Gallery."

Williams Manufacturing Company, pensa également que la semaine de 22 Janvier 1955 serait propice à la présentation d'un produit entièrement nouveau. Cette firme introdusit "Safari," une nouvelle carabine à fonc-

(Voir Page 110)



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25 PERFECT HITS and unelapsed time units are credited to your score at 100 POINTS per unelapsed unit. In absence of "perfect score," unelapsed time units score 10 POINTS each.

- Adjustable to Rapid-Fire Shooting
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- *Moves thru all doorways*

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GET IT NOW FROM YOUR Williams DISTRIBUTOR

N. Y. Coinmen Start United Jewish Appeal Drive

NEW YORK—Plans for the local coin machine industry—UJA drive for 1955, in which Joe Young will be the guest of honor are progressing rapidly. The event, which each year is an outstanding charity program of local coinmen, will take place on Wednesday night, June 15, at the Hotel Astor.

Barney Sugerman, in accepting the chairmanship of the industry's 1955 drive for the United Jewish Appeal, declared that a special drive will be made among the industry's leading executives to insure the success of this year's campaign. A special "badge of honor" will be awarded to those executives whose volunteer efforts have aided the executive committee.

Sugerman, in a short address at a committee meeting, pointed out, "The seventeenth annual New York UJA campaign now beginning aims to sustain the rapid rate of progress set in 1954 in programs of agricultural settlement and development, vocational training and education which create the environment and means to make self-supporting 345,000 refugee newcomers brought to Israel by UJA agencies."

At a committee meeting, Meyer Parkoff was presented with a special bronze plaque in a surprise ceremony that honored him for his leadership in their UJA drives. Presentation was made by Sugerman.

Pictured above are members of the committee who met to lay plans for the drive: (l to r, seated) Jack Mitnick, Meyer Parkoff, Al Bodkin, Joe Young, Barney Sugerman, Sam Bushnell and Abe Lipsky; (l to r, standing) Joe Connors, Murray Kaye, Max Weiss, Aaron Sternfield, Barnet Tannenbaum, Lou Boorstein, Marcus Klein, Al Denver, Harry Koeppel, Dave Stern, Seymour Pollak, Bob Slifer, Herbert Sternberg, Jimmie Cagiano, Sidney Levine and Jimmy Tolisano.

Other members of the committee, not pictured here, are Teddy Blatt, Milty Green, Arthur Herman, Lou Hirsch, Irving Holzman, Morris Kahn, Sam Kresberg, Bill Littleford, Perry Lowengrug, Sandy Moore, Mike Munves, Joe Orleck, Bill Rabkin, Morris Rood, Harry Rosen, Lou Rosenberg, Barney Schlang, Al Schlesinger, Jack Semel, Al Simon, Dave Simon, Harry Siskind, Isidore Usiskind, Sam Waldor and Jack Wilson.

Pittsburgh, Pa. Ops Studying 10c Play

PITTSBURGH, PA.—And still another territory plans dime play.

Word reaching *The Cash Box* this week is that Pittsburgh music operators are studying methods and plans to change over their phonographs to 10¢, 3 for 25¢ play.

Like drowning swimmers, music operators thruout the nation, are grasping for a life-saver—and their only salvation is Dime Play.

ALL STATE COIN MACHINE EXCHANGE

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MOA

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•

Drop in and see us at our

NEW SHOWROOMS!

•

VINCE SHAY,
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Jersey Shore Operators Form Association

ASBURY PARK, N. J.—Operators in this part of New Jersey formed a new association called the Garden State Operators Association. From its first gathering of 7 operators, the organization in the short space of a few weeks has increased its membership to 22 coinmen.

Heading the association as president is Babe Kaufman of Atlantic Highlands, one of the most experienced and progressive persons in the industry. Frank Mandia is vice president, and Danny Sylvester is secretary-treasurer. The two man board of directors consists of Cookie Kirsh and Whitey Burbol. Officers and board members meet every week at Babe Kaufman's office.

Heading the list of matters to be considered is dime play. Many in the organization have already begun to change to dime play, and it is believed the others will follow suit. Ops are following the plan of programming their machines with some 40% to 50% of ep records.

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SEE US AT THE MOA SHOW

US GALS

By CISSIE

Compared to the launching of a ship, the launching of a column is, perhaps, somewhat less spectacular. Wellwishers, however, have already contributed in the way of ideas, items and information pertinent to the interests of this column.

For example: Most men, one gal informs, seem to consider the chattering of us gals just so much yakity-yak. But, very often, out of this yakity-yak comes a helpful hint, a practical idea, a promotional tho't. These are usually put to good use by our men, bless 'em, who then claim them as their very own.

We gals do have good ideas. This column hopes to become the outlet for the gals who are, too often, seen but not heard. Let's get together and pool our ideas. Write. Phone. Wire. Tell me about yourselves. Your experiences. Your glamour secrets. Etc., etc.

Congratulations to *Lt. Cmmdr., USNR, Sylvia Silberman* of Santa Monica, Cal., on her appointment as Chairman of a new Red Cross Volunteer Staff in her city. We hope that *Lt. Cmmdr. Silberman* will follow her first letter and newspaper clip with more news of her interesting activities.

If space permitted we would print, in its entirety, the letter we received from *Dolores Minthorne* of Minthorne Music Co., Los Angeles. This is truly "encouragement plus". Dolores has promised that, within a week, we can expect a detailed review of Southern California business happenings, along with chit-chat and general observations. These should prove interesting to both the men, as well as their wives, especially those couples who work side by side, in this industry.

In answer to *Senora Maria Sapochnik* of Havana, Cuba: We shall be more than happy to show you about our Chicago shopping centers as well as lunch with you in our famed Pump Room. (Como esta usted, Maria?)

We hear from *Rose Bennett of* Toledo that, in just two more years, she will be eligible for membership in The Cash Box' "20 Year Club".

Happy, happy birthday to *Audrey Reynolds Hunter* of Dallas, Texas. And, aside to *Lucille Laymon*, a very happy birthday to your very sweet feller.

Lingering in memory—*Eloise Mangone's* very beautiful Miami home. A treasure trove of objets d'art. Especially that gorgeous vase seen thru the picture window as you come down the front walk.

Around and about Chicago. . . . *Trudy Coven's* rapid recovery from recent surgery making her three boys very happy. . . . *Eve Feinstein* doing a very commendable and energetic job for Brandeis University. . . . Now that *Dorothy Gottlieb* is home, the family is complete. . . . *Isobel Kline* writes, promising to join us in our efforts to make this column "a real accomplishment" for us gals. . . . *Lucy DeSelm,* plenty busy as a mother, now busier than ever as a young and attractive grandmother.

In closing, remember what the great Rudyard Kipling said: *"A woman's guess is much more accurate than a man's certainty."*

Report For The First Quarter of 1955

(Continued from Page 96)

D. Gottlieb & Company, during the week of January 29, 1955, presented a new five-ball type pinball game to the market called, "Twin Bill".

FEBRUARY, 1955

Excitement reigned in the music field when The Rudolph Wurlitzer Company announced its "National Wurlitzer Days". An entirely new model coin operated phonograph was presented to the industry by this famous firm. Wurlitzer introduced its new "Model 1800" high fidelity phonographs, featuring 104 selections.

For a week or so, things were rather quiet, then Chicago Coin Machine Company introduced a new bowling game, "Triple Strike".

Within a few days, United Manufacturing Company also introduced a new bowling game, "Lightning Shuffle Alley".

Then both Genco Manufacturing & Sales Company as well as Williams Manufacturing Company, introduced new games.

The young men of Genco followed up its very fine success of its first gun with an even greater success in this same line. This coin operated rifle was called "Wild West".

Williams Manufacturing Company presented a new five-ball type pinball game called, "Spitfire". This was an entirely new departure in Williams' games and won good comment.

As the month of February, 1955, rolled along, continued large volume sales was the subject of all sales managers of leading factories. Six day work weeks were being instituted. Overtime was part of every factory's production.

As February waned, D. Gottlieb & Company presented one of its very biggest hit pinball games, "Gipsy Queen". Orders flooded into the firm. Executives were hard put to equitably allocate production.

The following week, and following the many successes which it had enjoyed, Chicago Coin Machine Company introduced another fine bowling game, "Arrow Bowler". This firm, too, was immediately backlogged with orders.

MARCH, 1955

Two new guns were introduced, which met with much fine trade comment. Exhibit Supply presented "Model 500 Shooting Gallery". J. H. Keeney & Company, Inc., introduced its latest coin operated rifle, "Ranger". In both cases orders seemed to flood into both factories.

As this first issue of "The Cash Box Quarterly Export Edition" starts to press there are more new innovations in new coin operated games and music machines on the way.

Rock-Ola Manufacturing Corporation, Chicago, Illinois, U.S.A., is preparing to present its new automatic phonograph to the trade.

Williams Manufacturing Company, in addition to the sensation caused by its ingenious and unique, "Select-A-Train" machine, advises that it has something that is even more startling.

J. H. Keeney & Company, Inc., reports that its new "DeLuxe Coffee Vending Machine" is now in production and that orders, many of which were taken weeks ago, are now being filled as rapidly as possible.

Other manufacturers, like Bally Manufacturing Company, advises that it has entirely new products which are on their way to the market.

United Manufacturing Company has just introduced an entirely new in-line type pinball game, "Manhattan."

SUMMARY

Most outstanding, this first quarter of 1955, is the continued growing popularity of the new coin operated rifle games which began to capture great attention and sales the latter half of 1954.

Many well known manufacturers are now engaged in producing these gun games. New models, introduced this first quarter, have won very good comment.

Many are convinced that the success these new rifle games are enjoying will continue them among the most popular amusements for sometime to come.

Phenomenal sales continue to be the case for the in-line type pinball games. There are two manufacturers of these games. Both are located in Chicago, Illinois, U.S.A. Both are very well known in the industry and manufacture other well known amusement products.

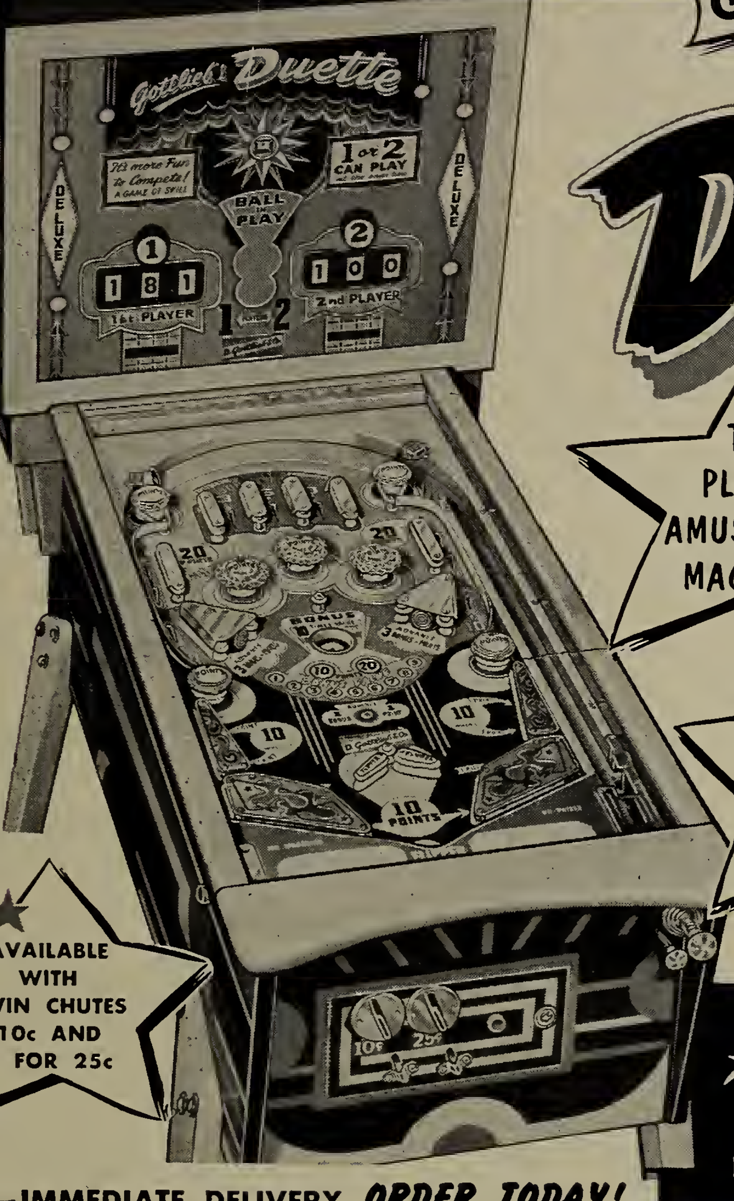
The famed five-ball type pinball games, which are known and played all over the world, are being produced by two Chicago, Ill., U.S.A. manufacturers. New models of these games are frequently presented. Their popularity continues unhalted.

Coin operated children's rides are not being so chaotically produced by so large a number of manufacturers any longer. Those manufacturers who have remained in this field are among the more substantial factories in the amusement machines business. They continue to present new models, but at longer intervals than formerly, which has aided this division of the amusements field to greater solidity.

Many new type amusements are also in the offing. Such as the new product of a well known Chicago manufacturer regarding the "Spectator Type" "Select-A-Train", and whether this product is indicative of a new trend, cannot as yet be determined. The coming months should bring clarification.

The new automatic music machines are, without a doubt, the finest this industry has ever seen. The four well known manufacturers in this category of the coin operated machines business have turned to high fidelity and to 45 rpm mechanisms. The instruments are the most beautiful yet seen in the trade. They range from 40 to 120 selections.

Worldwide business in the automatic music field continues along at a very steady pace as well as a high sales mark. Forthcoming months are expected to be just as fruitful of business as has been the first quarter of 1955.



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Pittsburgh Park Orders Scientific "3-in-Line" Games

BROOKLYN, N. Y.—Max Levine, president of Scientific Machine Corporation, this city, advised one of the most famous parks in America, Kennywood Park of Pittsburgh, Pa., has placed an order for a battery of its "3-in-Line" games.

Describing the "3-in-Line" game, Levine said, "The game is based upon the 'Tic-Tac-Toe' principle. It is an individual game as distinguished from a group game. There are two 'Tic-Tac-Toe' cards on the illuminated backboard. The idea of the game is to achieve 'Tic-Tac-Toe' as often as possible. Scientific's '3-in-Line' game has been on the market now for the past four years, and it has taken a prime position in the amusement trade with other standard items."

The firm's latest number, which is reported to be going over very well, is "Bing-O-Reno".

Open House at Exhibit

FRANK MENCURI

CHICAGO — Frank Mencuri, *vice-president* of Exhibit Supply, extended an invitation this week to all MOA conventioneers to visit at the firm's factory for an "old-fashioned open house get-together".

Frank advised, "This will be the first time, since my arrival in Chicago from California, when I shall have an opportunity to say 'hello' to a great many of the people from that state, as well as from all over the country whom I haven't seen in some time."

He also advised that Ed Hall, sales manager of the firm, Chet Gore, manager of the Postcard Division, and all the other executives of Exhibit Supply, "would be on hand to greet all who will visit here at our factory and enjoy our old-fashioned open house get-together".

Mencuri also said, "We are going to have many items here which we believe a great many who will be attending the MOA convention will be very much interested in viewing.

"Exhibit Supply", he continued, "has been going far ahead in the field and we are ready to discuss new ideas with all visitors.

"There is no doubt that our products are of importance to all in the field, and with the Spring and Summer seasons on the way, many are going to need what we are preparing to rush thru for the open air season."

IMPORTERS

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Keeney Premieres "Deluxe Coffee Vendor" at MOA Meet

PAUL HUEBSCH

CHICAGO—"Our brand new 'DeLuxe Coffee Vendor' was actually built by the operators, themselves", is the way Paul Huebsch, general sales manager of J. H. Keeney & Company, Inc., started his story about its newest automatic merchandising machine.

As Huebsch explained, "For many months we were urged to build an entirely new type coffee dispensing machine. We listened to descriptions of what these men thought should be the type of hot coffee dispenser we should build.

"Then", he continued, "we sent our own regional men out on a general survey to learn from others, everywhere in the country, their ideas of the ideal hot coffee dispenser.

"When we had gathered together a volume of reports we called in our engineers and started the process of development which has, today, resulted in what we believe is the finest hot coffee dispenser in the industry, the 'Keeney DeLuxe Coffee Vendor'.

"The reason we say this", Huebsch claims, "is because tests have since indicated that our coffee vendor is absolutely what everyone wanted.

"It's small size is just what the average coffee vending machine operator wants. The 'Keeney DeLuxe Coffee Vendor' is only 52" by 15".

"Yet", Huebsch advises, "regardless of its size it still has a 300 cup capacity. Therefore the 'Keeney DeLuxe Coffee Vendor' is just the dispenser that the trade has been seeking. It is perfectly sized both in measurements and capacity for the type of locations that want hot coffee vending machines and where it would be absolutely uneconomical to operate the large machines."

Reports already received from Keeney roadmen indicate that the new coffee vending machine is already well on its way to becoming an outstanding success.

The first machines shipped around to various parts of the country have already proved themselves in actual operation on various types of locations as perfect for all year around profits.

As Huebsch reports, "Here's a letter we received from an operator who says that, for the first time, he has the perfect sized and capacity vendor for all night gasoline stations.

"Here's another", Huebsch continued, "where the operator found he was losing money because of the expensive big capacity machine he had in this location, but couldn't take it out because, in the first place, he had no smaller unit to replace it and, second, he would lose the spot, even tho he wanted this big capacity vendor for another location.

"Now he's very happy with the 'Keeney DeLuxe Coffee Vendor' which, he also reports, has given him the opportunity to obtain many, many more locations in his area."

Shipments are starting to go out in quantity as production gets under way, the firm also reported.

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Informe Trimestral de Exportacion de "The Cash Box"

PARA EL PRIMER TRIMESTRE DE 1955

(Viene de la pág. 98)

de 1955, otros fabricantes introdujeron también nuevos productos. La Chicago Coin Machine Company, que tuvo gran éxito con cada nuevo producto lanzado al mercado, introdujo en 1955 el "Criss-Cross Target". Se trata de un nuevo juego de bolos (bowling) que se popularibó rápidamente y que hasta shora se considera como lo mejor en su clase que jamás se haya producido.

La Exhibit Supply, una de las empresas que tanto éxito obtuvo con sus rifles accionados por monedas, decidió que ya era tiempo de lanzar al mercado uno de sus productos que tenía en cartera o pendientes. Se trata de un nuevo rifle automático denominado "Sportland Shooting Gallery".

La Williams Manufacturing Company conceptuaba también que esta época—la semana del 22 de enero de 1955—era la más adecuada para introducir un producto completamente nuevo. Esta compañía lanzó al mercado el "Safari", nuevo rifle accionado por monedas muy diferente a los demás.

Durante la semana del 29 de enero de 1955, la D. Gottlib & Company ofreció un nuevo juego de cinco bolitas (pinball) denominado "Twin Bill".

FEBRERO, 1955

Hubo gran emoción entre los amantes de la música cuando The Rudolph Wurlitzer Company anunció al público sus "Días Nacionales Wurlirzer". Esta renombrada empresa ofreció a la industria un fonógrafo accionado por monedas enteramente nuevo. La Wurlitzer introdupo sus nuevos fonógrafos "Modelo 1800", de alta fidelidad, con selecciones 104.

Por espacio de una semana, más o menos, no hubo ninguna povedad, pero luego la Chicago Coin Machine Company ofreció un nuevo juego de bolos (bowling), el "Triple Strike".

Alcabo de varios días, la United Manufacturing Company introdujo también otro juego de bolos (bowling) denominado "Lightning Shuffle Alley".

Luego tanto la Genco Manufacturing & Sales Company como la Williams Manufacturing Company introdujeron los nuevos juegos.

Los jóvenes propietarios de la Genco continuaron estableciendo el éxito inusitado que obtivieron con su primera máquina de fusil y lograron obtener un éxito aun mayor en el mismo ramo. El nuevo rifle accionado por monedas y fabricado por esta empresa tiene el nombre de "Wild West".

La Williams Manufacturing Company presentó un nuevo juego de bolitas (pinball) denominado "Spitfire". Se trata de algo muy novedoso, no antes ofrecido por la casa Williams, que ha sido bien acogido.

A medida que transcurrió el mes de febrero de 1955, el tema principal de los directores de ventas de las fábricas principales fué el del sumento continuo de las ventas. Se instituyó una semana de trabajo de seis días. El sobretiempo u horas extraordinarias de trabajo formaron parte de la producción en cada una de las fábricas.

A fines del mes de febrero, la D. Gottlieb & Company introdujo uno de sus mejores juegos de bolitas (pinball), el "Gipsy Queen". Los pedidos de este producto fueron enormes y la firma se vió en grandes dificultades para dar vuena stención a sus clientes.

En la siguiente semana y después de haber tenido gran éxito, la Chicago Coin Machine Company logró introducir otro buen juego de bolas, el "Arrow Bowler". Esta empresa tuvo también gran dificultad para dar curso a los pedidos que recibió.

MARZO, 1955

Se introdujeron dos nuevos fusiles que fueron muy del agrado de la industria, En la Exhibición se presentaron el "Model 5$$ Shooting Gallery", de la J. H. Keeney & Company, Inc., quienes introdujeron su más moderno rifle accionado por monedas, el "Ranger". En ambos casos los pedidos hiceron irrupción en las dos fábricas.

En el momento en que primer número de la "Edición Trimestral de Exportación de The Cash Box" entra en prensa, hay muchas innovaciones en lo que respecta a las nuevas máquinas accionadas por monedas y a los aparatos musicales que pronto se ofrecerán al público.

La Rock-Ola Manufacturing Corporation. Chicago, Illinois, E.U.A., está haciendo todos los preparativos para introducir de nuevo fonógrafo automático en el mercado.

La Williams Manufacturing Company, además de la sensación ya causada con motivo de su ingeniosa y única máquins, "Select-A-Train", ha dado a conocer que ha logrado producir algo que es mucho más interesante para los que se dedican al ramo.

La J. H. Keeney & Company, Inc. ha hecho saber que su nueva "DeLuxe Coffee Vending Machine" (máquina automática para la venta de café) se halla en vía de producción y que los pedidos, muchos de los cuales se recibieron hacen varias semanas, se están despachando con la mayor rapidez posible.

Otros fabricantes, como la Bally Manufacturing Company, ha dado a saber que dispone de muy nuevos productos que colocará muy pronto en el mercado.

La United Manufacturing Company acaba de introducir un surtido completamente nuevo de juegos "pinball" denominados "Manhattan".

RESUMEN

Principalmente, este primer trimestre de 1955 se distingue por la popularidad creciente y continua de los nuevos juegos de rifles accionados por monedas que empezaron a popularizarse y a aumentar las ventas en el segundo semestre de 1954.

Muchos fabricantes bien conocidos se dedican actualmente a producir estos fusiles de enttetenimiento. Los nuevos modelos, introducidos durante este trimestre, han sido bien acogidos.

Muchas personas se han convencido de que el éxito obtenido por estos nuevos juegos de rifles seguirán siendo uno de los pasatiempos más populares por algún tiempo.

Las ventas de los juegos de bolitas (pinball) siguen siendo fenomenales. Hay dos fabricantes de estos juegos en Chicago, Illinois, E.U.A. Ambos son bien conocidos en la industria y fabrican otros bien conocidos productos para diversión o esparcimiento.

Los afamados juegos de cinco bolitas (pinball), conocidos y utilizados en todas partes del mundo, son producidos ahora por dos fábricas de Chicago, Illinois, E.U.A., las cuales ofrecen con frecuencia nuevos modelos de estos juegos. Su popularidad continúa sin interrupción.

Los apartos accionados por menedas para niños no se producen en cantidades tan grandes por tantos fabricantes en la actualidad. Las fábricas del ramo que aun subsisten figuran entre las más sólidas en el negocio de máquinas para diversión. Continúan ofreciendo nuevos modelos, pero a intervalos más largos que anteriormente, lo cual ha contribuido a sumentar la solidez de esta industria.

Hay también en perspectiva nuevos tipos de apartos para diversión, tales como el nuevo producto de un renombrado fabricante de Chicago, "Select-A-Train" "Tipo Spectator", pero aun no se ha logrado determinar si este producto es indicativo de una nueva tendencia. Esto aclarará en el curso de los próximos meses.

(Continúa en la pág. 109)

THRU THE COIN CHUTE

LOUISIANA LYRICS

Out of town operators seen on coin machine row this week—**Frank Toce** of Lake Charles talking up a deal with **Nick Carbajal**. **L. Peschler**, Alexandria, visits all the distribs. **John Tureting**, Biloxi, in town and **Martin Tortorich** of Baton Rouge in and out several times in one week. Also **Woodie Gammle**, Hattiesburg, Miss.; **Whitney Lejune** of New Roads, La., **Horace Crane**, Long Beach, and **Miss Crane** all talking guns. . . . **John Evans**, Gulfport, Miss. making the rounds. . . . **H. T. Alston**, Bay St. Louis, **A. D. Wagster**, Lake Charles, **Jimmie Dastit** of Shreveport, **Curtise Galle, Joe Tranto, Howard Richburg**, and **Tony Agrassia** of Gulfport all making the rounds. . . . Saw **F. A. Blalock** at F. A. B. for the first time in a long time. Most of the time he is on the road. Blalock says he can't get enough Wurlitzers to fill orders. **R. G. Dupuy** working so hard trying to load two trucks at the same time that he was talking to himself. . . . They were working Saturday at Dixie Coin trying to get caught up. **E. W. Hollyfield** says the boys were really bringing in the business and as a result this year has started out better than any since he started in business. . . . **V. N. Allbritten**, Keeney factory representative, had lunch in Nick Carbajal's office with the boys. **Harold Cohen** made a pot of stuffed crawfish bisque and no one stopped eating until the pot was clean. Harold is now a "Twenty Year Clubber". He is one of the first coinmen to operate in the city of New Orleans. Everyone was stopping in to see the Keeney "Ranger" Guns and Bally's new "Gayety". . . . At Lynch and Zander, John was smoking his last cigar as he planned to give them up after that last fling. John said the LP record—10¢ play was working out fine for the ops who were setting it up in most of their spots. . . . **A. H. Zander** and **Dan Brossard** held a meeting at the Betley Hotel, Alexandria, and report a good crowd and much enthusiasm. They plan to work Louisiana, Mississippi and Florida territories in the coming weeks. . . . The Seeburg Party at Monroe, La. was held at the Frances Hotel on Tuesday, March 22 then on the 30th they will be at Jackson, Miss. The boys are doing a wonderful job for the operators on dime play. . . . Nastati Distributing Co. was very busy when we dropped in. . . . Tulane Coin busy turning out more steel stands for the pin tables. . . . J. L. Nuccio reports sales good. . . . **Vincent Marcello**, Rock-Ola distrib presented the Girl Scouts of West Bank, Behrman Memorial Gymnasium, Algiers, La., with a Rock-Ola phonograph and a number of hit records. **Mrs. Gloria Duhon** was mistress of ceremonies. . . . **Robert Ehrhardt, Sr.**, was out making his regular weekly check on his oil wells while Junior was checking his machines. Robert has a bonding company and his motto is "The Man That Puts Your Feet On The Ground". . . . **Miss Myrtle Singley**, who was hospitalized on December 30th until January 20, was back on the job and feeling fine: **T. W. Hughes** had a rough time while Myrtle was out. Hughes had a good and assorted stock of machines on display. . . . **Jimmy Dastit** was out in the field trying to locate new spots for bowlers. **Nick Putch**, Southern Amusement, reports good Spring business. **Raymond Wickard**, Bruce Vending, was talking coffee vendors over at Tri-State. . . . Sanders was out gathering up the coins. **Mrs. Barnett** reports business getting better and better as the routes continue to grow. . . . **Pete Rossbottom** reports his routes in A1 condition. . . . Over at H and H, **Bean and Harding** out beating the bushes. . . . **Hyde and Fletcher** report buying the routes of **Jimmie Hicks** several weeks ago. Fletcher, who was planning to go to Shreveport and New Orleans on a buying spree, says business for the Winter and Spring seasons good. . . . **Dick Simmon** of Melody Music is a busy man and says the business is picking up nicely. . . . **L. Peschler** in New Orleans hunting machines. . . . **W. W. Funchez** in New Orleans to see Nick Carbajal. . . . There was a big Seeburg party at the Bentley Hotel on behalf of dime play and LP records. A. H. Zander and Dan Brossard report great enthusiasm among the operators. . . . Sam D'Agastino sold his Red Spot and is in his new location, The Bearing Hotel. Sam has his offices set where he can watch the works. . . . Lester Bloomenstiel, Baton Rouge Cigarette Service, preparing for a trip to Chicago while Fred Matthews was preparing for a weekend of hard work. The teamwork between these two is beautiful to watch. . . . Martin Tortorich getting hot under the collar on a trip to New Orleans. . . . Found Tony Graphia in a bathtub splashing around like a duck in a pond. . . . Howard Hatch, who has been out of the business for some months, just bought one phonograph and one game. We'll bet he has a route within 90 days. G. Diac, Lafayette, in New Orleans to buy some new equipment.

THRU THE COIN CHUTE

EDMONTON, CANADA

Mike Smulski of Wal Mac Amusements reports their country juke box locations doing better business than usual—despite the cold weather. . . . Bill Carry of Carry Agencies, Calgary, visits here. Carry is Alberta distrib for Capitol Records. . . . Surprise visitor in town this week was Roy Ravelli of Dawson Creek, B. C. Roy gets to Edmonton about twice a year and coinmen always enjoy his company. Roy operates some of his juke boxes in the Peace River district in B. C., as well as 300 miles up the Alaska Highway. . . . Bruce Arthur of Arthur-Powell Investments, Ltd., has a new name for his juke box biz—it will be called "Harmony Lane Music." . . . Stew Ferguson, Van Dusen Bros., kept busy supplying the trade with machines and service.

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Mass. Ops Organize State-Wide Cerebral Palsy Drive

More than 100 operators, with visiting officials of out of state music organizations, attended the meeting of the Massachusetts Music Operators Association at Hampden Court Hotel, Brookline, March 17, and heard details of the first state-wide music promotion for organized charity in history—the "Music Helps Johnny Fight Cerebral Palsy" wing of the United Cerebral Palsy Drive.

Nelson N. Marshman, executive director, United Cerebral Palsy Associations for Massachusetts, guest speaker, thanked the association for their interest in cerebral palsy, and predicted that their planned promotion with automatic music machines, would become nationally known as a "most outstanding endeavor." It was his second appearance before the group.

The plan, in which more than 10,000 music machines will be playing for cerebral palsy for the entire month of May, was further discussed by James Geracos, president of the association, and David Baker, treasurer. The plan calls for each operator placing a card with the following copy on his machine:

"Music Helps 'Johnny' Fight Cerebral Palsy. Your quarters and dimes will bring happier times to Cerebral Palsied Children (There are 10,000 C. P. Children like 'Johnny' in Massachusetts) Keep This Machine Busy! Every Friday proceeds of this machine will be donated to the Cerebral Palsy Fund. Courtesy Massachusetts Music Operators Association."

Each operator may take as many cards as he wishes at a pre-determined rate per card. More than $15,000 is expected to be raised at present indications and hope is held for raising $25,000 if 100% co-operation is obtained from ops.

A discussion was held on ten cent play and David Baker, treasurer, reported that the program of public relations undertaken by the publicity committee, Phil Swarz, chairman; President Geracos; and Treasurer Baker; had got off to a flying start. Page one stories on dime play in the Boston Traveler, and United Press stories on the coming in of the "dimeolodeon" were carried in papers as far out of state as Manchester, N. H., and in Sunday newspapers throughout the state last week. Radio and television mention of the change-over has been made, the committee reported, and columnists in the Boston newspapers and disc jockeys have given it heavy coverage.

Paul Stevens, president of Paul Stevens Associates, Boston public relations firm, spoke on plans for the cerebral palsy tie-up. He told the group that the first machine of the lot to be put out by distributors, has been placed in the Hotel Vendome in Boston. Photos of Lu Ann Sims, star of the Godfrey show, and currently appearing a Blinstrub's, and Sammy Davis, currently at the Latin Quarter in Boston, were made wtih officials of the association and cerebral palsy in front of the machine.

The machine, a Wurlitzer, from Redd Distributors, was chosen by the association in a draw, and will be in the Vendome for 18 days, to be followed by a machine from another distributor, and so on until all distributors have displayed their machines. The Hotel Vendome will serve as headquarters for the cerebral palsy drive and a flag will be flying from the front of the hotel throughout the campaign.

Another guest speaker at the meeting was Myron S. Hillman of Lavoie & Hillman, Inc., Fall River, Mass., who has been associated with cerebral palsy as a chairman in previous drives.

He told the membership that it was "something that I've dreamed of for years in the business," explaining that he had always been a staunch advocate of participating in community activities. Other out-of-town speakers attending were: John T. Lazar, Lazar Music Co., Manchester, N. H.; Sam Orenstein, Triangle Distributors, Providence, R. I.; Anthony Joseph, secretary of Music Guild of R. I.; Walter T. Stadnick, Stad Distributing Co., Central Falls, R. I.; Edward A. Dyer, North Providence, R. I.; Chris Alexion, North Providence, R. I.

Pictured above are from left to right: James Geracos, Boston; David Baker, Brookline; Ray Shea, Worcester; cerebral palsy chairman; and Nelson H. Marshman, executive director, United Cerebral Palsy Fund Campaign of Massachusetts.

"The Cash Box"—Vierteljahrlicher Ausfuhrbericht

FÜR DAS ERSTE VIERTEL DES JAHRES 1955

(Fortsetzung von Seite 100)

tungen ausführen, an welchen die Fabrik bereits arbeitete.

In der Nächstfolgenden Woche kam die United Manufacturing Company wieder mit einem neuen Produt heraus. Diesmal war es "Bonus Gun", eine ganz neue münzautomatische Flinte. Aunsserdem brachte sie ein neues "in-line" Pinball-Spiel auf den Markt, "Tropicana" genannt.

In der auf den 22. Januar folgenden Wocha kamen auch andere Hersteller mit neuen Produkten heraus. Die Chicago Coin Machine Company, die mit jedem ihrer neuen Produkte erfolgreich gewesen war, brachte ihr "Criss-Cross Target" auf den jungen Markt von 1955. Es ist eon Kekelspiel, das sofort Anglang fand und als eines der besten angesehen wird.

Die Fa. Exhibit Supply, die einen so schönen Erfolg mit ihren münzautomatischen Flinten erzielt hatte, beschloss, dass die Zeit nun gokommen wäre, u mein Produkt auf den Markt zu bringen, mit welchem sie bisher hintenan gehalten hatte. Es handelte sich hier um eine neue automatische Flinte, "Sportland Shooting Gallery" (Sportland Schiessstand) genannt.

Die Williams Manufacturing Company glaubte auch, dass nun in der dem 22. Januar folgenden Woche der rechte Augenblick gekommen wäre, um ein ganz neues Produkt herauszubringen, und zwar "Safari", eine neue müunzautomatische Fline mit vielen einzigartigen Bestandteilen.

In der dem 29. Januar 1955 folgenden Woche brachte die Fa. Gottlieb & Company ein neues Pinball-Spiel mit fünft Kugeln auf den Markt. "Twin Bill" genannt.

FEBRUARY 1955:

Freudige Aufregung erfasste die Musikliebhaber, als die Fa. The Rudolph Wurlitzer Company ihre "National Wurlitzer Days" ankündgte. Damit bereicherte diese altbakannte Firma die Industrie mit einem neuen münzautomatischen Plattenspieler-Modell. Es handelte sich um das Wurlitzer "Modell 1800", einem tonreinen Plattenspieler mit 104 Auswhalstücken.

Dann war es eine Woche lang Ziemlich still, worauf die Chicago Coin Machine Company ein neues Kegelspiel "Triple Strike" einführte.

Und ein paar Tage später brachte die United Manufacturing Company auch ein neues Kegelspiel heraus: "Lightning Shuffle Alley".

Dann führten die Fa. Genco Manufacturing & Sales Company und die Williams Manufacturing Company neue Spiele ein.

Die jungen Teilhaber der Genco liessem ihrem ersten guten Erfolg mit einer Flinte einen sogar noch grösseren Erfolg gleicher Art folgen. Diese neue münzautomatische Flinte wurde "Wild West" benannt.

Die Williams Manufacturing Company bereicherte die Industrie mit einem neuen Pinball-Spiel mit fünf Kugeln, "Spitfire“ benannt. Es war etwas ganz Neues im Rahmen der Williams-Spiele und hatte guten Erfolg.

As der Monat Februar 1955 voranging, berichteten alle Verkaufsleiter der führenden Fabriken grosse Umsätze. Eine sechstägige Argeitswoche wurde eingeführt. In jeder Fabrik wurde Uberzeit geleistet.

Gegen Ende Februar brachte die Fa. D. Gottlieb & Company eines ihrer grössten Pinball-Spiele, "Gipsy Queen" (die Zigeunerkönigin) heraus. Viele Aufträge flossen der Firma zu. Die Geschäftsfürer hatten geradezu Schwierigkeiten, die Produktion richtig einzuteilen.

In der darauf folgenden Woche, und nach ihren bereits so mannigfachen Erfolgen, brachte die Chicago Coin Machine Company noch ein schönes Kegelspiel, "Arrow Bowler", heraus. Auch bei dieser Firma häuften sich die Aufträge sogleich an.

MARZ 1955:

Zwei neue Flintenmodelle wurden auf den Markt gebracht, die grossen Anglang im Handel fanden. Die Fa. Exhibit Supply kam mit "Modell 500 Shooting Gallery" heraus, und die Fa. J. H. Keeney & Company, Inc., mit "Ranger", der neusten münzautmatischen Flinte. Die Aufträge schienen in beide Fabriken nur so hineinzuströmen.

Jetzt, da die erste Ausgabe der VIERTELJAHRLICHEN EXPORT-AUSGABE von "THE CASH BOX" druckreif ist, hört man wieder von neuen münzautomatischen Spielen under Musikmaschinen.

Die Fa. Rock-Ola Manufacturing Corporation, Chicago, Illinois, U.S.A., hereitet sich darauf vor, den Handel mit einem neuen automatischen Plattenspieler zu beshicken.

Die Williams Manufacturing Company, die eine so grosse Sensation mit ihrer sinnreichen und einzigartigen "Select-A-Train" (Wähle einen Zug) benannten Maschine erzeugt hatte, lässt von sich hören, dass sie etwas noch mehr Aufsehenerregendes in petto hat.

Die Fa. J. H. Keeney & Company, Inc., berichtigt, dass ihre neue "DeLuxe Coffee Vending Machine" (Luxus Kaffe-Verkaufs-Maschine) jetzt schon hergestellt wird, und dass alle Auftrüge, von denen viele schon vor Wochen ankamen, jetzt so schnell als möglich ausgeführt werden.

Andere Fabriken, wie die Bally Manufacturing Company, lassen von sich hören, dass sie sehr bald neuartige Produkte auf den Markt bringen werden.

Die United Manufacturing Company hat gerade ein ganz neues "in-line" Pinball-Spiel, "Manhattan", herausgebracht.

ZUSAMMENFASSUNG:

Besonders bemerkenswert ist in diesem ersten Viertel des Jahres 1955 die stetig wachsende Beliebtheit der neuen münzautomatischen Schiessspiele, die in der letztn Hälfte von 1954 die Aufmerksamkeit der Käufer auf sich zogen.

Viele bekannte Fabriken stellen jetzt diese Schiessspiele her. Neue in diesem ersten Vierteljahr eingeführte Modelle haben guten Anklang gefunden.

Viele sind der Ansicht, dass die Beliebtheit dieser neuen Schiessspiele sich einige Zeit lang erhalten wird.

Ausserordentlich gute Absätze haben immer noch die "in-line" Pinball-Spiele. Zwei Fabriken stellen sie her, und beide sind in Chicago, Illinois, U.S.A., gelegen. Beide sind der Industrie gut bekannt und fabrizieren auch noch andere Bekannte Unterhaltungsprodukte.

Die weltberühmten und so beliebten Pinball-Spiele mit fünf Kugels werden von zwei in Chicago, Illinois, U.S.A.. beheimateten Fabriken hergestellt. Neue Modelle dieser Spiele kommen oft heraus. Ihre Beliebtheit hält an.

Münzautomatische Maschinen, die Kinder reiten oder fabren lassen, werden nicht mehr in so chaotischer Weise von vielen Fabriken hergestellt wie früher. Die Febriken, die sich auf diesem Gebiet erhalten haben, gehören zu den finanzkräftigsten der Unterhaltungsmaschinenindustrie. Sie fahren fort. neue Modelle auf den Markt zu bringen, doch nicht so oft wie früher, sodass diese Unterabteilung der Unterhaltungsindustrie jetzt solider erscheint.

Viele neue Arten von Unterhaltungsspielen sind in Vorbereitung, wie die "Spectator Type" und "Select-A-Train"-spiele, die neuen Produkte einer guteingeführten Fabrik in Chicago. Ob diese Dinge auf eine neue

Music Op Sends Over 1,000 Letters to Congressmen and Senators

Points Path for All Music Operators

HARRISBURG, PA. — One well known music operator here is pointing the way for all the nation's operators to follow.

He is Sol Hoffman of Tri-State Music Company who has sent 27 letters to each Congressman and Senator who is a member of the House and Senate Judiciary Committees.

This is a total of 1,296 letters in all. Probably the largest number sent by any single operator in the nation.

Other music operators, as has been reported by this publication, were urged to send in at least 100 letters to Congressmen and Senators in an effort to defeat the present bills facing the industry in Washington at this time.

Effort like this of Sol Hoffman of Tri-State Music Company, this city, may be considered what almost every operator thruout the country can accomplish if he will just as energetically set himself to accomplishing this task.

There is no doubt that these letters had their effect on the Conngressmen and Senators who received them.

Frank Debarros Joins Phono-Vend of Texas

SAN ANTONIO, TEX.—Lou Sebastian, sales manager of Phono-Vend of Texas, this city, announced that Frank DeBarros has joined the organization as a sales representative.

"DeBarros is well known in the coin machine field, both here in Texas and also in Louisiana" stated Sebastian. "He left here two years ago to try out another field of endeavor, and is very happy to be back among his friends in the phonograph business. Prior to leaving here he sold Rock-Ola phonographs for another distributor where he established a very good record."

Phono-Vend of Texas covers this area as distributors for Rock-Ola phonographs.

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. . . Oui, remerciements pour tous les opérateurs des autres pays qui font des affaires avec le "Jones Boys". Et nous pressons ceux qui n'ont pas encore fait appel à nos services de nous contacter.

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Informe Trimestral de Exportacion de "The Cash Box"

(Viene de la pag. 98)

Las nuevas máquinas musicales automáticas son, sin duda, las mejores que jamás haya producido la industria. Los cuatro bien conocidos fabricantes de estas máquinas accionadas por monedas han recurrido a los mecanismos de alto fidelidad y de 45 r.p.m. Los instrumentos son los más actractivos que jamás se hayan visto en el mercado. Las selecciones oscilan entre 40 y 120.

El negocio mundial en el ramo de música automática continúa progresando a un paso firme y estable, y las ventas son considerables. Se anticipa que los próximos meses serán tan fructíferos para los negocios como lo ha sido el primer trimestre de 1955.

"The Cash Box"—Vierteljahrlicher Ausfuhrbericht

(Fortsetzung von Seite 100)

Richtung hinweisen, kann eben noch nicht festgestellt werden, doch werden wohl die nächsten Monate darüber Klarheit bringen.

Die neuen automatischen Musikmaschinen sind, ohne Zweifel, die feinsten, die jemals von der Industrie erzeugt worden sind. Die vier wohlbekannten Fabriken, die sich mit diesen münzautomatischen Maschinen befassen, benutzen jetzt tonreine Triebwerke, mit 45 Umdrehungen die Minute. Diese Instrumente sind die schönsten, die der Handel je gesehen hat. Sie bieten von 40 bis 120 Auswahlstücke.

Das Weltgeschäft in den automatischen Musikmaschinen schreitet mit festem Schritt und mit hohen Umsätzen voran. Es ist zu erwarten, dass die kommenden Monate in diesem Geschäft ebenso erfolgreich sein werden, wie es das erste Viertel des Johres 1955 gewesen ist.

Miami Operators Form New Association

Al Schlessinger Acts as Mediator Brings Two Groups Together

MIAMI, FLA.—At a meeting of coinmen from this area at the El Commodora Hotel, this city, it was decided to dissolve the two associations now in existance and a new solid organization was formed, called the Automatic Machine Operators Association.

These two groups were at odds, and it was thru the good offices of Al Schlesinger, who acted as mediator, that harmony was restored.

Officers elected are: Harry Zimand, president; Willie Levey, vice president; Harold Carson, treasurer; and Keith Nelson, secretary. Voted to serve on the Board of Directors are: Al Miller, Willie Blatt, Dave Friedman, Morris Marder, Paul Pincus, and Harry Steinberg. Jimmie Bonnie was selected as business manager.

At the conclusion of the meet, Al Schlesinger was given a tremendous ovation for his fine work in bringing these two groups together.

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Bulletin Trimestriel Exportation Pour "The Cash Box"

PREMIER TRIMESTRE 1955

(Suite de la page 102)

tionnement automatique avec pièce de monnaie, qui a beaucoup de traits caractéristiques.

D. Gottlieb & Company, durant la demaine due 29 Janvier 1955, présenta un nouveau type de pinball à cinq balles sur le marché, qu'elle appela "Twin Bill."

FEVRIER 1955

Il y eut beaucoup d' excitation dans l'industrie de la musique à l'announce des "Journées nationales Wurlitzer," de la Compagnie Wurlitzer. Cette fameuse Maison présenta à l'industrie un phonographe entièrement nouveau, fonctionnant avec pièce de monnaie. Wurlitzer introduisit son nouveau "Modèle 1800," phonographs de haute fidèlité, avec un choix de 104 disques.

Pendant environ une semaine, les choses furent plutôt calmes, puis Chicago Coin Machine Company introduisit un nouveau jeu de boules "Triple Strike."

Dans les queuques jours qui suivèrent, United Manufacturing Company, présentait également un nouveau jeu de boules "Lightning Shuffle Alley."

Puis, Genco Manufacturing & Sales Company, et Williams Manufacturing Company, introduisirent de nouveaux jeux.

Les jeunes dirigeants de Genco Manufacturing & Sales Company, firent suivre le très bon succès obtenu par leur premier fusil, d'un succés encore plus retentissant pour un article de même genre. Leur nouveau modèle, à fonctionnement automatique par pièce de monnaie, fut appelé "Wild West."

Williams Manufacturing Company présenta un nouveau pinball à cinq balles appelé "Spitfire." Cétait un départ tout-à-fait nouveau dans ce genre de Williams, et il eut de bons commentaires.

Comme le mois de Février s'écoulait, il y avait un volume de ventes important et continuel chez tous les directeurs de ventes des principals usines. La semaine de six jours de travail fut instaurée. Toutes les usines firent des heures supplémetaires.

Février arriva à sa conclusion, D. Gottlieb & Company présenta un de ses plus sensationnels grand jeu de pinnball, "Gipsy Queen." Des commandes affluèrent à cette firme. Les dirigeants avaient dure besogne de répartir équitablement la production.

La semaine suivante, et poursuivant les nombreux succès déjà obtenus, la Chicago Coin Machine Company introduisit un autre très bon jeu de boules "Arrow Bowler." Cette firme aussi fut immédiatement submergées de commandes.

MARS 1955

Deux nouveaux fusiles furent introduits, qui eurent les commentaires flatteurs des commerçants. Exhibit Supply présenta "Model 500 Shooting Gallery." . H. Keeney & Company Inc., introduisit son dernier fusil à fonctionnement automatique avec pièce de monnaie "Ranger." Dans ces deux articles, les ordres semblèrent affluer aux compagnies respectives.

Comme cette première issue de "The Cash Box Bulletin Trimestriel Export Edition" est mise sous presse, il y a encore d'autres innovations dans les jeux à fonctionnement par piéce de monnaie, et machines à musique, sur le chemin.

Rock-Ola Manufacturing Corporation, Chicago, Ill., U.S.A. se prépare à présenter son nouveau phonographe automatique au commerce.

Williams Manufacturing Company, dont l'ingénieux et unique "Select-A-Train" machine, a causé sensation, avise qu'elle a encore quelque chose de plus sensationnel.

J. H. Keeney & Company, Inc. reporte que sa nouvelle machine distributrice "DeLuxe Coffee Vending Machine" est maintenant en production, et que les commandes, dont beaucoup ont été prises depuis des semaines, sont maintenant exécutées avec rapidité.

D'autres fabricants, comme Bally Manufacturing Company, avise qu'elle a des produits entièrement nouveaux en production pour le marché.

United Manufacturing Company a également introduit à l'instant un jeu entièrement nouveau type "pinball," le "Manhattan."

SOMMAIRE

Le fait le plus marquant de ce premier trimestre 1955, c'est le popularité continue et croissante des jeux de carabines s'opérant avec une pièce de monnaie, qui ont commencé à attirer l'attention et les ventes dans la deuxième moitié de 1954.

Beaucoup de fabricants très connus se sont engagés à présent dans la production de ses nouveaux fusils. Des nouveaux modèles, introduits durant ce premier trimestre, ont eu de très bons commentaires.

Beaucoup sont convaincus que le succès obtenu par ces nouveaux jeux de carabines, va les classer parmi les amusements les plus populaires dans les temps à venir.

Les ventes phénomènales continuent dans les jeux de type "pinball." Il y a deux fabricants de ces jeux. Tous deux situés à Chicago, Illinois, U.S.A., sont très connus dans l'industrie, et fabriquent également d'autres jeux très réputés.

Les fameux jeux de pinball à cinq balles, qui sont très connus et joués à travers le monde, sont produits par deux usines de Chicago, Ill., U.S.A. Les nouveaux modèles de ces jeux sont fréquemment prsésentés, et leur popularité augmente sans arrêt.

Les manèges d'enfants à fonctionnement automatique par pièce de monnaie, ne sont plus actuellement produits d'une façon confuse par un si grand nombre de fabricants. Les firmes qui sont restées dans cette industrie sont parmi les plus solides de l'industrie des jeux. Elles continuent à présenter des modèles, mais à des intervalles moins rapprochés qu'auparavant, ce qui a consolidé la division de jeux dans cette industrie.

Beaucoup de nouveaux types sont maintenant aussi en vue. Tels que le nouveau produit d'un fabricant connu, pour le "Spectator Type" "Select-A-Train." Que ce nouveau produit est l'indication d'une nouvelle tendance n'a pas encore été prouvé. Cela sera déterminé dans les mois à venir.

Les nouvelles machines musique automatiques sont, sans aucun doute. les meilleures jamais vues dans cette industrie. Les quatre fabricants très bien connus de cette catégorie de machines automatiques, se sont tournés vers les mécanisme de haute fidèlité et 45 rpm. Les instruments sont les plus magnifiques que l'on n'ait jamais vus dans le commerce. Ils ont de 40 à 120 disques.

Les affaires du monde entier dans l'industrie de la musique automatique se continuent d'une façon très suivie, ainsi qu'un grand chiffre d'affaires. On s'attend à des affaires toutes autant fructueuses pour les mois à venir qu'elles l'ont été pendant le premier trimestre de 1955.

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Speed-Control
SCORE-BOOSTER
Player controls speed of shot—not too fast, not too slow—to ring up highest scores for Spares, Strikes and the new thrilling Super-Strikes.

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WITHOUT MATCH-PLAY

CHOICE OF DIME-A-PLAY OR DIME-A-PLAY, 3 PLAYS FOR A QUARTER
POPULAR SIZE: 8 FT. BY 2 FT

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Williams Mfg. Presents New Gun Game

J. A. (ART) WEINAND

CHICAGO—J. A. (Art) Weinand, sales manager of Williams Manufacturing Company, this city, advised this past week that the firm is now in production on an entirely new gun game, "Polar Hunt."

Said Weinand, "From reports which we have already received from various test points where 'Polar Hunt' was located, this new gun is the greatest which we have presented to the field.

"And that," Weinand claims, "is saying quite a bit for any gun, considering the success which we enjoy with 'Safari'."

Weinand explained that "Polar Hunt" would carry "an exclusive Williams' feature which has never before appeared on any similar product."

"This is," he said, "the new 'Push-Button-Handicap-Time-Selector'. This new feature has won tremendous acclaim and all believe that it will prove 'the answer to greater profits' everywhere."

Weinand explained the feature in these words, "It evens up the play for poor shots against the sure shots. By that I mean," he said, "that now the players can set their own handicap. A poor player can set himself for 70 seconds of shooting time. A middle-of-the-road shooter can set for 60 seconds. A sharpshooter can set for 50 seconds. In this way all three actually start off at an even scoring rate."

He also explained that the "scoring runs into four figures" and that the top score is around 9,600.

One of the most novel of all the moving and pop-up targets is the "igloo," according to Weinand. He explained that once the igloo is hit then the North Pole appears. The Pole grows smaller and smaller and more difficult to hit with each shot. After the fifth hit it disappears entirely.

Weinand also stated, "Our new 'Polar Hunt' will appear in only one model, with triple match feature and replay, for we have found from our test reports, that this is the perfect model for the 'Polar Hunt', and the one that outshot, outplayed and outearned all other guns that had been located in the same test locations."

Wisconsin Phono Ops Still Talk 10c Play

MILWAUKEE, WIS.—In its latest report to its membership the Wisconsin Phonograph Operators, statewide association of music operators, is still attempting to bring some solution to the many discussions which have been held in this city, as well as thruout other parts of the state, on 10c play.

Operators here have reported, they claim, to Clinton S. Pierce, president of Wisconsin Phonograph Operators that, as far as this city is concerned, the majority favor dime play all the way.

It is believed that after the MOA Convention in Chicago, where leaders of Wisconsin Phonograph Operators will have the opportunity to talk with others who have had dime play in operation for some time that the change may come about in the next meeting of this association.

A large part of the membership of this organization intends to be present at the MOA Convention in Chicago.

Among the officers of Wisconsin Phonograph Operators are: Ed Dowe, secretary-treasurer, of Beaver Dam, Wis. and Cliff Bookmeier, vice-president, of Green Bay, Wis.

Heath Forms New Company

MACON, GA.—After an absence of several years, Ed Heath, well known to coinmen thruout the country, reports that he has formed the Heath Sales Company, this city, and will deal in new and reconditioned in-line games.

Heath advises that he will be attending the MOA show in Chicago.

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100 Packard Wall Boxes, ea.	2.50

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A	Tops, l. or r.	$ 8.95
	Centers, l. or r.	15.45
	Bottoms, l. or r.	11.95
B	Dome	17.95
	Centers, l. or r.	8.95
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C	Centers	8.95
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Model 100C—Highly polished chrome tubes (replaces glass tubes).
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MODEL 1250	
Center Dome	$18.95
Dome Ends, ea.	6.10
MODEL 1400	
Center Dome	13.45
Dome Ends, ea.	10.50
MODEL 1500	
Center Dome	14.50
MODEL 1015	
Top Corner, l. or r.	7.50
Lower Sides, ea.	5.50

Replace old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear —4 curved colored ..$7.75

Also available to fit Models 950, 850, 800, 750, 700, 600, 500.

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Chi Bowling Results

CHICAGO—ABC #2 took 2 games from ABC #1. Les Taylor was high for Team 2 with 475. ABC #1's high bowler was Bob Gnarro, 483.

Mercury took 2 games from Coral. Red Losasso was high for Mercury with 522. Marilyn Sipiora of the Mercury team was high for women with 468. Ed Walker bowled high for Coral with 482.

Decca took 2 from Melody. Frank Tutomase was high for Decca with 493. Bud Hofert went into Melody's hi scoring column with 515. Vic Jaccino just behind him with 505.

Oomens took 2 games from Star Music. Carl Latino led the Oomens team with 519. Tony Galgano high man for Star with 491.

Paschke took 2 from Coven. Ray Gallet was once again high for Paschke with 563 and Frank Lantz was high for Coven with 463.

B&B Novelty took 2 games from Gillette. Marino Pieroni was high for B&B with 510. Bob Hall for Gillette, 485.

Western Automatic took 2 from Atlas. Fred Dries was high for Western's team with 548. Jim Wickman was high for Atlas with 567, which was high for men. High for Atlas, Morry Mincus, 506.

On Sunday, March 20, playoff series took place between Mercury and Western Automatic, to make up for the games not played last week. Marilyn Sipiora had high series off the board with 536.

ATTENTION!

If you are seeking information on any coin operated machines of American manufacture, write: "The Cash Box"—the authority of the coin operated machines industry.

OJO!

Si desean informes respecto a máquinas accionadas por monedas fabricadas en los Estados Unidos, escriban a "The Cash Box"—la firma más competente en la industria da máquinas accionadas por monedas.

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Si vous avez besoin de renseignements sur n'importe quelle machine a distribution automatique, de fabrication américaine, écrivez a "The Cash Box"—qui font autorité dans l'industrie de la machine à distribution automatique.

THE CASH BOX
26 WEST 47th STREET
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Al Silberman Writes Congressmen and Senators on Copyright Bills

Praises The Cash Box Editorial Stand

AL SILBERMAN

LOS ANGELES, CALIF.—Al Silberman, vice president of Badger Sales Company, Inc., this city, in addition to writing Congressmen and Senators on the three copyright bills, has been extremely active in getting every operator possible in his area, to do the same thing.

Silberman enclosed a copy of a letter to The Cash Box, which he sent out. It is not particularly long, but is exceptionally pointed. Al's last paragraph reads: "We are fighting for our very existence against this incredible obnoxious legislation and we, as well as the entire membership of California Music Merchants Association, are completely confident of your cooperation."

With this copy, Silberman wrote Bill Gersh: "It is my personal opinion that The Cash Box has richly earned the grateful thanks of every Juke Box manufacturer, distributor, jobber and operator in every city, in every state in the country.

"You, Joe Orleck, and the entire staff of The Cash Box shou'd have a feeling of comforting warmth in the knowledge that, win, lose or draw, you've fought the good fight, and everyone in the industry will be eternally indebted to you."

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SEEBURG	46	(20 SELECTIONS)	$ 95
	M-100A	(100 SELECTIONS)	470
	M-100, 45 r.p.m.	(100 SELECTIONS)	570
ROCK-OLA	1422	(20 SELECTIONS)	110
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WURLITZER	1015	(24 SELECTIONS)	130
	1100	(24 SELECTIONS)	225
	1250	(48 SELECTIONS)	275
	1400	(48 SELECTIONS)	375
	1500	(104 SELECTIONS)	415
A. M. I.	MODEL A	(40 SELECTIONS)	165
	MODEL B	(40 SELECTIONS)	245
	MODEL C	(40 SELECTIONS)	245
	MODEL D-80, 45 r.p.m.	(80 SELECTIONS)	475
	MODEL E, 45 r.p.m.	(120 SELECTIONS)	625

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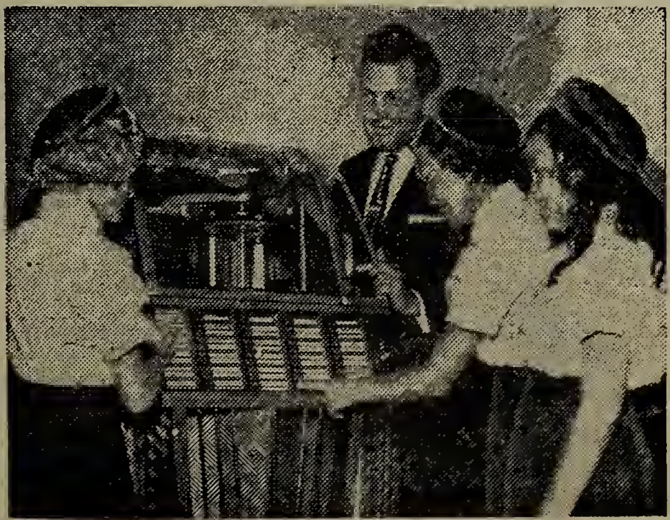
Op Donates Phono to Girl Scouts



NEW ORLEANS, LA.—Vincent Marcello, juke box operator, joined the 43rd anniversary celebration of Girl Scouts in America by contributing a juke box to the West Bank troops for their headquarters at the A'iris hut in Algiers.

Marcello also gave the group a number of hit records for the machine.

Pictured herewith is Marcello and three girls from the West Bank troop, Merle Rauschkolb, Lillian Cox and Mary Hill.

see **JOE MUNVES**
of
MIKE MUNVES CORP.
at the
MOA Show, Chicago

• • • • • •

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Nat Cohn and Charles Aronson Attend MOA Meet

NEW YORK—Nat Cohn and Charles Aronson, two old-time and highly successful coinmen, who today are not actively engaged in the coin machine business. will be at the Morrison Hotel for the MOA Convention.

Both men are attending the show with the view of once more entering the business, and will visit the various exhibits, factories, as well as discuss matters with their many coinmen friends.

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Bill Kennedy Visits N. Y. to Attend Radio Engineers Convention

NEW YORK—Bill Kennedy, head of Kennedy & Company, advertising agency for several of Chicago's coin machine manufacturers, was a visitor here this week, attending the I.R.E. (Institute of Radio Engineers) Convention. Kennedy's interest was due to the fact that his firm handles the Guardian Electric Company account.

Kennedy left New York at the end of the week, so that he would be on hand to attend the MOA Convention for his coin machine accounts.

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WURLITZER 1015, 1100, 1250, 1400, 1500
AMI MODEL B, C, D
ROCKOLA 1424, 1426, 1428, 1432, 1434, 1436
COMPLETE SELECTION OF 5 BALL PIN GAMES, BINGO GAMES AND ONE BALLS.
ALL TYPES OF ARCADE EQUIPMENT.

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Factory Service Schools Proving Very Popular With Operators

CHICAGO—Service schools being conducted at the nation's distributors are proving to be extremely beneficial to both the operator and the manufacturer.

The practice, which is becoming more and more prevalent is for the factory to advise his distributor when a field enginer will be at his offices. The distributor then informs his operator customers thru the mail, by phone, and thru the trade press. When the factory engineer arrives, there usually are a good many operators awaiting his instructions.

Operators and their servicemen are finding out that they can learn quickly, and without experimenting, just how to best take care of their equipment. Altho operators claim they and their servicemen are acquainted with the particular mechanisms, they soon learn that the factory engineer and distributors' servicemen give them invaluable information and hints on the proper way to take care of their machines.

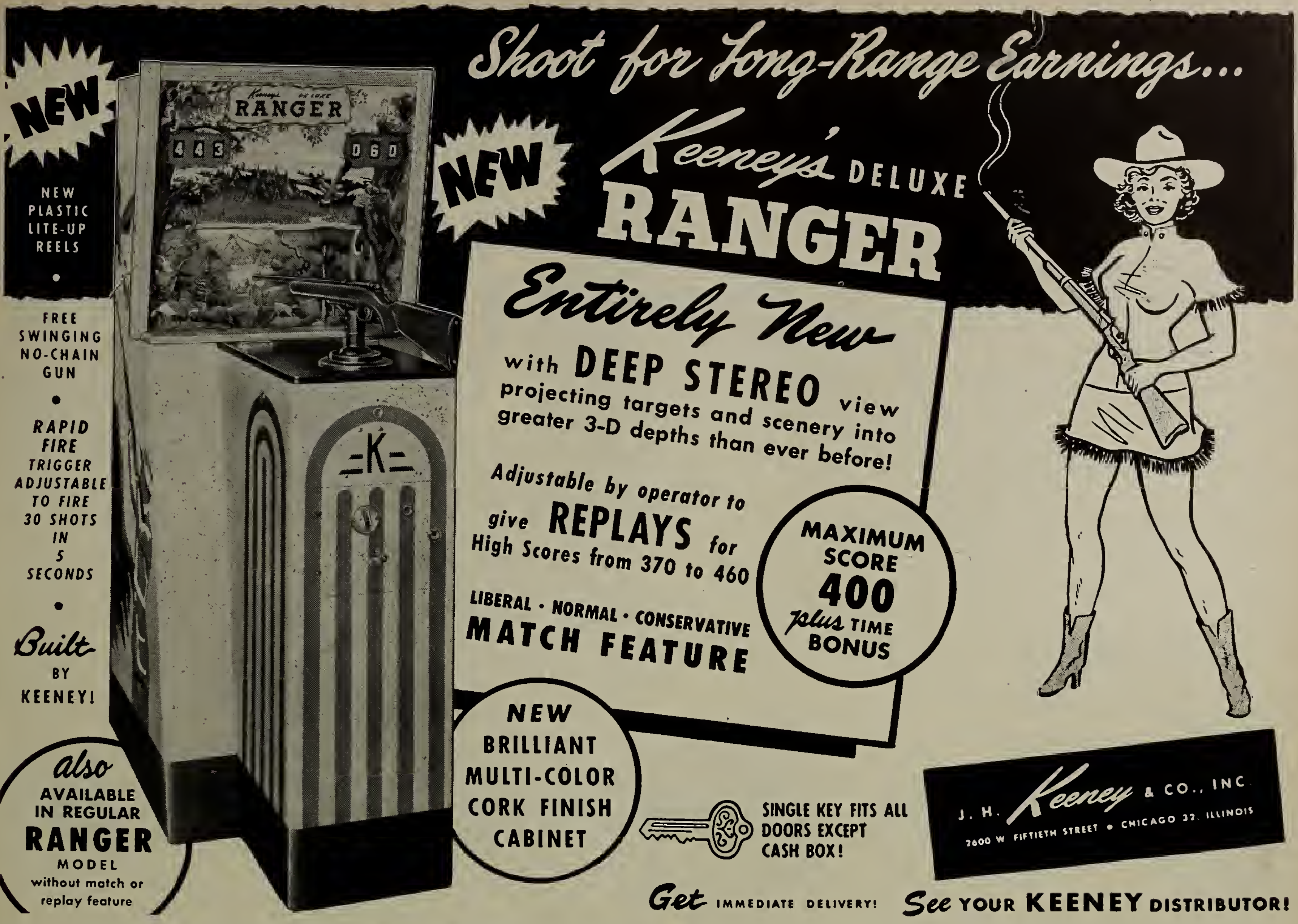
For many years The Cash Box has editorially advocated the formation of "Service Schools for Mechanics". With the present day method evolved by the factories, of sending their engineers into the operator's territory, the problem is being solved—and to the great benefit of both the operator and the manufacturer. And as time goes on, when it is announced that a service school is to take place, more and more operators attend at the distributors' offices, as they realize what great benefit they receive. And as the sessions are held before larger and larger numbers of operators, the manufacturers are encouraged to continue, and to enlarge its service engineer force to help coinmen thruout the nation.

Bob Charles Reports Binghamton Area Ops Changing to Dime

FT. LAUDERDALE, FLA. — Bob Charles, head of Binghamton Amusement Company, Inc., Binghamton, N. Y., is vacationing in this city, and writes he will remain here until April 10.

Before leaving for Florida, Charles and other operators in the area started changing their juke boxes over to 10¢, 3 for 25¢ play, with 40% of their records on ep. Bob states that collections have shown an increase since the changeover.

While in Florida, Charles advises he ran into Art Herman, formerly of Albany, N. Y., who is running a route of music machines and games in Hollywood and Ft. Lauderdale. He reports that another up-state New York operator, Manny Baker, formerly of Endicott, has a cigarette machine operation going in Miami.



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Adjustable by operator to give REPLAYS for High Scores from 370 to 460

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MAXIMUM SCORE 400 plus TIME BONUS

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THRU THE COIN CHUTE

NEW ENGLAND NIBBLES

Reports from throughout the six New England states indicate that 1955 will be the biggest year ever in the music machine biz. . . . Distributors report increased demand . . . operators report new locations opening up daily. . . . Yankeeland has taken to the new hi-fi juke boxes and the extended play records on the dime with great enthusiasm. . . . The year opened with better biz than had ever been experienced in the past.

Ops in Mass. got together and formed the Mass. Music Operators Association. . . . The entire state is being converted to 10¢ play. . . . Public reception has been tremendous. . . . **Lu Ann Simms, Godfrey** star appearing at Blinstrub's, put the first dime in a juke box at the Vendome Hotel to kick off the association's drive for cerebral palsy. Boston Sunday papers, The Sunday Advertiser, Boston Sunday Globe and Boston Herald gave good space to the photo which included **James Geracos, president,** and **Dave Baker, treasurer,** of the association, on March 20. **Ted Ashby** of the Boston Globe devoted a full column on the same Sunday to an explanation of dime play which was very favorable. . . . Call for extended play records big now, **Jerry Flatto,** Boston Record Distributors, reports. **Lu Ann Simms** and her husband, **Loring Buzzell** visited Jere's spot, also **Marian Marlowe** and **Julius LaRosa,** in town for appearances. . . . Number 13 appears lucky for **Russ Morgan** who collaborated with Bostonian's **Dick Howard** and **Bob Ellsworth** in writing "Somebody Else Is Taking My Place," which was a hit 13 years ago and bids fair for a revival as a result of the fine Coral recording by **Les Brown** and his band with vocal by the Lancers. . . . Irwin Margold, Trimount Automatic Sales Corp. (Seeburg) busy with sales meetings in Worcester, Manchester, N. H. and other outlying spots.

Ops visiting at Redd Distributing (Wurlitzer) this week included **Adolph Dugas,** Webster; **Bill Hamel,** Concord, N. H.; Al **Yorkowich,** Brockton; **Denny Doldin,** HD Automatic Music, Springfield; and **Ed Campagna,** Sanford, Me. Service schools of Wurlitzer proved so successful after their run on March 14, 15 and 16, that new ones are being held on the 28, 29 and 30, and big valuable door prizes, 10 in all, are being given away to those attending. . . . Meeting of the music ops of southern New Hampshire skedded for 23rd and several Boston distrib reps have been invited. . . . Providence R. I. ops hot for ten cent play and planning to join the cerebral palsy drive in their state. . . . Meeting of Music Guild of R. I. held last week to discuss matter and April 15 selected as date for conversion start. Among those attending the session in R. I. were **Irwin Margold** of Trimount and **Bob Jones** of Redd Distributing.

New members of the Massachusetts Music Operators Association are: **Henry Lavine,** H & R Distributors; Bob Wolbarst, New England Exhibit; **Bob Rome,** Automatic Music Service; V. J. Wolkouski, Malden; **Charles Tiernana,** National Music and Radio; **Benjamin Peyton,** Benny's Music; **Milton Cantor,** Coin Town Vending; **Fred Kofas,** Fred's Music; and H. Grazzio, Flone A & V.

THE NAME
KEENEY
STANDS FOR
QUALITY
COIN OPERATED EQUIPMENT

★ You get dependable, trouble-free, quality performance and substantial financial repayments on your investment when you operate any of these Keeney units:

1. The Keeney RANGER Gun Game.
2. The Keeney Deluxe COFFEE VENDER.
3. The Keeney Electric CIGARETTE VENDER.
4. The Keeney 6-Player BOWLING Games.

WRITE TODAY—Ask us to send literature on the units listed above. In addition, we will send you full details on all Keeney Coin-Operated Equipment when produced in the future.

J. H. KEENEY & CO., INC.
2600 W. 50th STREET, CHICAGO 32, ILLINOIS, U.S.A.

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IT'S THE NEW MODEL!

FASTER (4 miniature portraits every 30 seconds)
BRIGHTER (electronic lighting – stops all action)
SHARPER (better photographs than ever)
SMARTER (styled to invite patronage)

WRITE TODAY FOR FULL DETAILS

All new model 11 Auto-Photo Studio

Get your order in NOW to assure early delivery

Be sure to stop in and visit with us during the M.O.A. Convention in Booth 31, Morrison Hotel, March 28th to 30th

See your Auto-Photo Distributor or write, wire or phone

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Hope Grows For Repeal of 20% Tax

CHICAGO—A favorable press is helping James C. Petrillo, president of AFM, since his personal visit to President Eisenhower in Washington, to obtain repeal of the "war emergency" 20% entertainment excise tax.

This tax is not only hurting employment of live musicians but, at the same time, means a great deal to the juke box industry.

As the "*Chicago American*" (*Saturday, March* 12) reported on its editorial page:

"The tax is the 20 per cent bite on nite clubs—a 'wartime' and 'emergency' measure!

"Other amusement taxes have been reduced. This remains at the murderous rate of one-fifth of the check. It's costing jobs for musicians, entertainers and others.

"If it is removed or reduced, the increase in jobs and taxable incomes will more than offset any loss of revenue.

"We urge the President and the Congress to correct this injustice."

The entire automatic music industry has long been advised by this publication, ever since the end of War II, that this onerous 20% excise tax should be removed.

This would return thousands of locations, which are classified as mediocre today, to "top spots".

Once this 20% tax is removed, then dancing can once again be allowed, without the location owner having to add 20% on the tab of each and every teenage dancing customer, or pay the additional 20% himself.

The entire automatic music industry has been urged, time and again, by *The Cash Box* to back James C. Petrillo in this great endeavor to help repeal the present "wartime emergenncy" measure, the 20% excise tax, especially against such forms of entertainment like dancing being allowed to economical juke box music by teenagers.

This would, in the first place, allow the teenagers to dance off their tremendous energy and, thereby, help quell much juvenile delinquency and, second, bring about supervised gathering places for teenage groups, instead of having them roam the streets empty handed with nothing to occupy their time or minds.

Ops Visit Brandt Distrib Co.

104 SELECTIONS
CAROUSEL

ST. LOUIS, MO.—Pete Brandt, Brandt Distributing Company, this city, recently played host to several music operators, and posed them in front of the new Wurlitzer model "1800" phonograph.

Seen here, left to right, are: Mrs. Al Librace, Al Librace, Mrs. Harry Dorn, Simon Aaron, Mrs. Simon Aaron, Mrs. Louise Dorn, and Harry Dorn.

NOW DELIVERING
THE **BEST** in . . . .
GAMES and MUSIC
AMI Model "F" PHONO
•
Bally MYSTIC BOWLER
For Good Buys In Used Machines, Write:

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Factory Representatives for:
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ROUTE FOR SALE
IN THE MIDDLE SOUTH
Includes Music Machines, Kiddie Rides, In-Lines, Pins and Shuffles. Will sell complete route or part. In existence many years—has always shown good profit. Owner retiring. Interested buyer can make good deal. All communications held confidential. Write:
BOX # 340
THE CASH BOX
26 WEST 47th STREET
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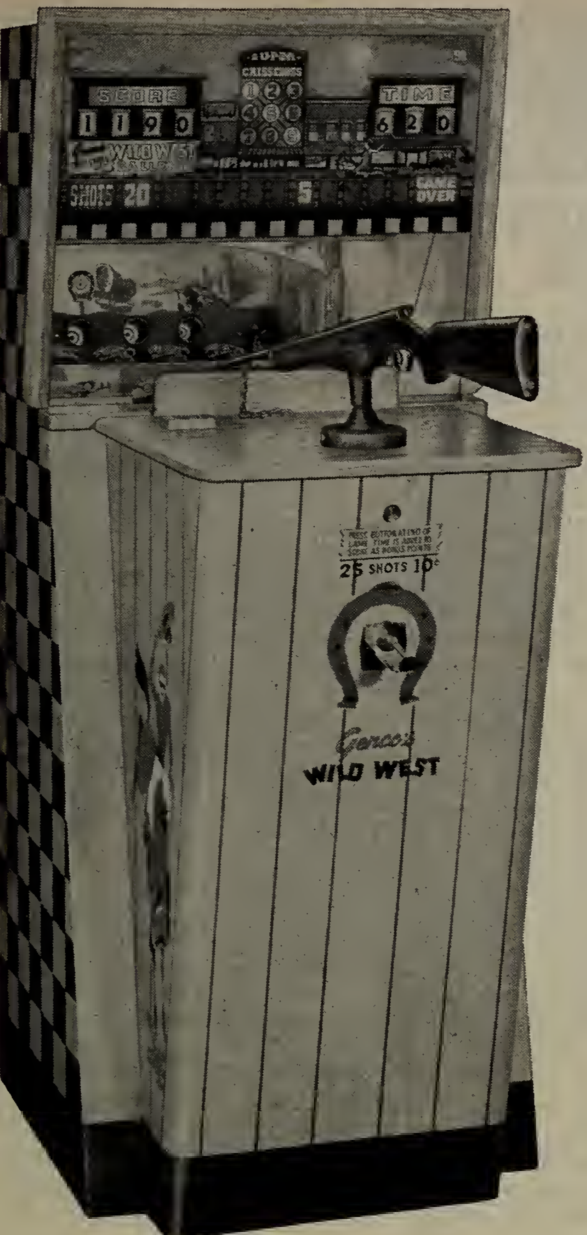

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CRATED DIMENSIONS
34" x 54" x 75"
WEIGHT—375 lbs.

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WILD WEST
Gallery

EVERYTHING NEW!

Entirely different from top to bottom

ATENCION !
Lo Mejor para Salas de Tiro al Blanco

- BLANCOS EN MOVIMIENTO VAQUEROS E INDIOS
  —de más actividad que cualquier otro juego
- ECONOMIZA TIEMPO—
  pues es fácil de entender
  Provoca rivalidad.
  Acelera el juego!
- EFECTO PANORAMICO Y ESTEOSCOPICO
  Un panorama esplendoroso en colores vivos produce efecto de relieve que no se había logrado hasta ahora.
- CAJA DE TAMANO REDUCIDO
  Cabe en cualquier puerta
  Solo mide 29½ plgds. (75 cm.) de ancho

ATTENTION !
La meilleure des Galleries de Tir.

- CIBLES MOUVANTES COWBOY ET INDIENS
  —plus d'action que dans tout autre jeu
- NOUVEAU TOME BONUS
  Le plus simple à comprendre pour les joueurs.
  Crée l'esprit de compétition
  Active le jeu!
- CINERAMA EFFET TROIS DIMENSIONS!
  Un panorama de brillant et de couleurs.
  Nouvelle profondeur d'illusion, jamais encore atteinte.
- CABINET COMPACT
  s'adapte à toute porte.
  seulement 29½" de large.

ACHTUNG !
Die schönsten Schiessstände!

- "COWBOYS" und "INDIANER" — BEWEGLICHE ZIELSCHEIBEN
  —lebendiger als jedes andere Spiel!
- DIE MODERNE PRAMIE—
  Einfach für alle Spieler.
  Schafft Konkurrenz!
  Beschleunigt das Spiel!
- DREIDIMENSIONALE CINERAMA - WIRKUNG!
  Ein Panorama von Pracht und Farbe, neue Tiefen der Vorführung, wie noche nie zuvor!
- KOMPAKTES SCHRANKCHEN —
  geht durch jede Türnur 29½ Zoll breit!

GENCO MFG. & SALES CO.
2621 N. Ashland Avenue
Chicago 14, Illinois

Bally Brings Out New In-Line Game "Gayety"

CHICAGO — Jack Nelson, general salesmanager of Bally Manufacturing Company, this city, announced that shipments of the new Bally in-line game, "Gayety", were being made this week to distributors all over the nation. Nelson described the new ball-jumping feature contained in "Gayety" as one of the greatest game innovations in years.

With Magic Lines feature lit on backglass, player is permitted to move first three lines of card up and down for best possible score, by simply turning knobs located on front moulding of cabinet.

With Magic Pockets feature lit on backglass, player may move balls in top row of pockets to left or right for better score. Balls actually jump from hole to hole as player presses buttons at right side of front moulding. The Magic Pockets feature also permits player to release some balls from top row holes for down-field action. In addition to the new Magic-Lines and Magic-Pockets features, the new game also contains the popular Advancing Scores, 200 and 300 Corner Scores, Spot-Numbers, Extra Balls.

According to Nelson, new Bally "Gayety" has been carefully engineered for perfect mechanical, performance, and has been thoroughly location-tested to insure high-profit operation.

Exclusive Distributors for
BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

COMPLETE LINE BALLY BINGO PARTS

SHUFFLE ALLEYS	
Bally Magic Bowler	Write
Chicago Coin Thunderbolt	Write
Chicago Coin Triple Strike	Write
Chicago Coin Criss Cross Target	Write
Bally Champion	$395.00
Bally Victory	345.00
Chicago Coin Criss Cross	300.00
Keeney Pacemaker	200.00
Keeney Bonus Bowler	250.00
ARCADE	
Exhibit Shooting Gallery	$240.00
Exhibit Star Shooting Gallery	300.00
Exhibit Sportland Gun	350.00

BINGOS	
Bally Big Time	Write
Spot Light	$ 60.00
Coney Island	75.00
Bright Spot	85.00
Havana	175.00
Atlantic City	95.00
Hi-Fi	345.00
Yacht Club	175.00
Beach Club	275.00
Beauty	210.00

BALLY KIDDY RIDES—WRITE

MUSIC	
Rock-Ola Hi-Fi 1446 120 Select. Rock-Ola Hi-Fi 1442 50 Select.	Write
AMI D-40	$300.00
Rock-Ola Comet, 120 selection	725.00
Rock-Ola 1434 Rocket, 78 rpm, 50 select.	325.00
Seeburg M-100-A	375.00
Seeburg M-100-B	525.00
Seeburg M-100-C	650.00
1015 Wurlitzer (while they last)	75.00
1100 Wurlitzer	150.00

CALDERON DISTRIBUTING CO.
450 Massachusetts Avenue
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CONGRATULATIONS
and
BEST WISHES
to the
MOA
CONVENTION

JEAN & DOLORES MINTHORNE AND THE ENTIRE
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MINTHORNE MUSIC COMPANY

EXCLUSIVE DISTRIBUTORS FOR:—
J. P. Seeburg Corporation
Exhibit Supply Company
Chicago Coin Machine Company
Williams Manufacturing Company

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PLAY AROUND THE CLOCK
LAS VEGAS
NEVADA

MEET OLD FRIENDS AT...
The
WESTERNER
RESTAURANT
GAMING • SALOON
23 FREMONT ST. DOWNTOWN LAS VEGAS, NEVADA
"Play Around The Clock"

JOHN P. (MIDGE) RYAN • JOE K. HART • RON PEPPLE
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MAHLON MURPHY • JOHNNY HAINES • ANDY FAVA
CHARLEY CAVANAUGH

THRU THE COIN CHUTE

CALIFORNIA CLIPPINGS

As you read this column operators, record company officials, publishers and artists will be in Chicago for the fifth annual meeting of the Music Operators of America. Yes, we'll all be there. The largest congregation of music men from all over America ever assembled at one time in any one place will be on hand to gain firsthand knowledge about their business, see the attractive displays of all coin machine manufacturers and meet old friends and acquaintances from all parts of the country. From all present indications, the West Coast will have the biggest assemblage of coinmen that has ever attended an MOA meet. Oregon and Washington will be well represented with a host of operators from throughout the Northwestern territory. In California heavy reservations on the airlines and railway companies have been made by coin-ops and distributors in San Francisco and the bay region. The Central and Southern sections of the state will also be well represented with a record throng of both small and large operators.

Tom Sams, AMI district sales rep., phoned us from San Francisco to say that he and his lovely missus will be in the windy city for the big event. Tom will be present, along with other AMI execs., at the AMI booth on the exhibit floor of the Morrison. He just returned from a trip thru Alaska and reports that altho operators in the territory have huge scattered routes business has been pretty much on the boom side and play on all types of amusement machines has been exceptionally good. Tom also stated that soon after returning to San Francisco he had the pleasure of visiting with **Rusty Draper** who dropped in at the Huber Distributing Company showrooms.

Checking around Los Angeles and Hollywood we find that practically everybody in the coinbiz, and music field is on the way to the convention. **Walt Hemple**, president of The Calif. Music Merchants Association, LA division, and **Ben Chemers**, business manager flew back to the coincenter a week early to work with MOA president, **George Miller**, to make the final arrangements for the event. **Mr. & Mrs. Sam Ricklin** of California Music Company, **Lester Sill**, head of Spark Records and **Herb Newman** of the newly formed ERA Record Company all boarded the same plane the day before the convention. Others, too numerous to mention, embarked for the MOA in planes, trains and private auto. Among them was **Pete Pellegrino**, **Fred Shuey** and **Ben Korte**.

Jack Simon of Simon Distributing Company did some fast and furious traveling last week. He whizzed to San Francisco on business then planed to Las Vegas to meet his new partner, **Howie Freer**, and came back to LA before leaving for the convention. . . . **Bill Happel**, prexy of Badger Sales Company, stated that unless his plans were suddenly changed he'd be in Chicago bright and early on the 28th.

For several weeks Lee Walker has been recovering from illness with hopes that he'd be okay in time to attend the convention. However, just as he was getting his hopes up that he could go, the doctor advised that he still wasn't well enough to make the long trip. "Get plenty of rest, no night life and don't work too hard", were the orders—which sound plenty monotonous, but in Lee's case it's the best prescription for longevity! All the gang in Chicago will be thinking of you, Lee, and hoping to see you next year.

COINROW NEWS NOTES:—We are all happy to welcome **Howie Freer** to Southern California. With his new association as a partner of **Jack Simon** of Simon Distributing Company local coin-ops expect the firm to undergo a new expansion program. This program will undoubtedly include a greater concentration into the export market. A large part of the firm's business has already been in this field and now with Freer's vast knowledge of foreign trade a new approach is expected with an eye toward developing new coin machine markets through the free world.

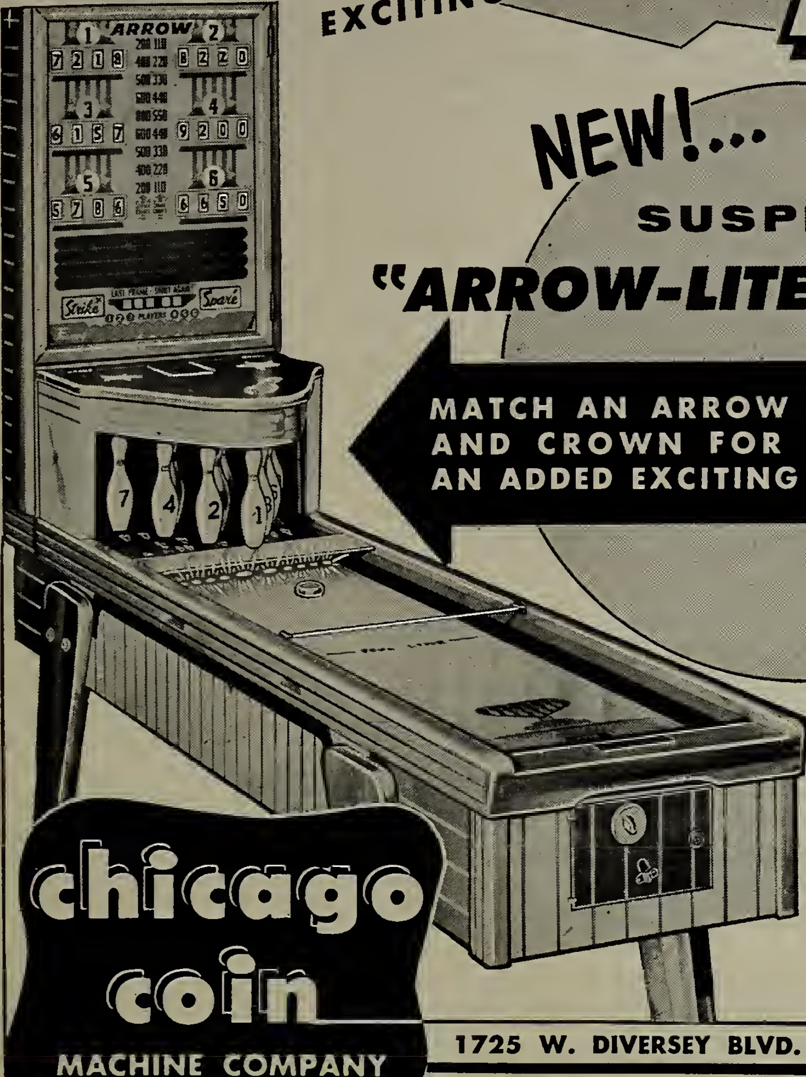
Hats off to Minthorne Music Company for their new drive to promote dime play throughout the area. Their new display shows how EP albums can be effectively programmed on a 100 selection Seeburg so that an operator can get a dime for his music without making the customer feel that he's getting cheated. **Hank Tronick** says that many operators decided to use the EP program and switch their machines to 10¢ or 3 plays for 25¢ after seeing the display. He adds that it is proving very profitable for those who tried it.

Operators from far and near ambled in along coinrow last week to see three new coin machines which were on display at the Distributors' showrooms. At the Paul A. Laymon & Company showrooms ops got a first hand look at Bally's new "Bull's Eye" gun for the wee crowd. All agreed that the gun would offer new opportunities and profit possibilities for the kiddie rides op. . . . Up at the other end of the Pico Strip coin-ops were stumbling all over each other to get in the doors of the Minthorne showrooms and shoot the new Williams' "Polar Hunt" gun. Just a quick glance at all the glowing faces showed that the Williams factory had come up with a new hit here in the Southland. . . . For the vending machine operators Badger Sales Company introduced the new Keeney coffee machine at their showrooms which received its share of noteworthy comments. . . . Among the many operators who trekked in from out of town to view the new machines were **Ed Neel**, Blythe; **Gene De Vilbiss**, Big Bear; **Noble Craver**, San Diego; **Bill Shaeffer**, Bakersfield; **Milton Noriega**, Colton; **Bill Bradley**, Covina; **Tom Ryder**, Long Beach and **Walter Hennings**, **C. L. Andrews**, and **Lee Nelson** all from Santa Ana

WHILE ATTENDING THE MOA MEET DROP UP AND GREET THE CASH BOX STAFF IN SUITE 2331 AT THE MORRISON HOTEL. **Bill Gersh**, **Dan Parry**, **Karyl Long**, **Sid Parnes**, **Bob Austin**, **Norman Orleck**, **Charlie Lamb** and **Carl Taft** will all be there to meet you personally.

chicago coin's EXCITING NEW THRILLER! . . .

ARROW BOWLER



NEW! . . .

SUSPENSE "ARROW-LITE" FEATURE!

MATCH AN ARROW TO NUMBER, STAR AND CROWN FOR THE ULTIMATE IN AN ADDED EXCITING SCORING FEATURE!

NEW! . . .

4 WAY MATCH PLAY!

TWO GAMES IN ONE!

Easily Adjustable from "Flash-O-Matic" to Advance Scoring!

"Flash-O-Matic" SCORING!
With Traveling Score Lites In Formica Playfield!

FOUR DRUM SCORING
All 4 drums operate to score!

Player by Timing His Shot When Highest Score is lit on the Formica Playfield Gets as Much as 800 for a strike in Each Frame!

chicago coin's
TRIPLE STRIKE
BOWLER
Any time during the game when player scores 3 strikes he gets an "Extra Bonus of 600" added to his score!

chicago coin
MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14

Atlas Music Improved Facilities Provide Sales and Service Efficiency

CHICAGO—"We planned increased benefits for our customers at home and abroad," reported owners Maurie and Eddie Ginsburg of Atlas Music Company, this city, "when we opened our new Atlas Building, but the advantages evident in our improved facilities have far outstripped our expectations. Our phonograph sales and service efficiency has been a revelation to ourselves and our staff."

Specially designed and constructed for all phases of phonograph sales and service, the huge, new Atlas quarters contain elaborate refinishing and rebuilding shops, extensive warehouse space and shipping facilities, including a department for special export packing and handling. Atlas' technical staff includes specialists on all makes of phonographs.

"Our handsome, well-appointed demonstration Lounge and the comfortable, spacious offices are centers of interest for a host of music men from all parts of the nation and many foreign countries," advises Harold Schwartz, chief of Atlas' sales department.

Nate Feinstein, at the head of Atlas' export sales division, announced that the new Atlas Export Catalog "F" is now being distributed thruout the world.

Dallas Music Ops Meet To Discuss Dime Play

DALLAS, TEX.—Music machine operators and distributors met at the office of Commercial Music Company, this city, on March 16, to discuss changing over their phonographs to 10¢, 3 for 25¢ play.

Representing the distributors were Abe Susman, State Music; Ed Furlow and Arthur Hughes, S. H. Lynch Company; and R. B. Williams and B. H. Williams of Commercial Music.

Many operators have already changed over their juke boxes, and others at the meeting declared their intentions of changing. Operators who have already made the change informed the others that their collections showed a nice increase.

Among the operators in attendance were: C. A. Taylor; J. L. Baker; Bert Hunter; J. M. Browning; C. A. Buxton; Jimmy Watson; Emmett Nutt; R. L. Brown; Carl Weathers; W. F. Emerson; Leonard Kallman; Bob DePriest; Leonard Metessa; Carl French; M. A. Tidwell; H. D. Holmes; Tommy Collum; Herb Rippa and Lenny Cohen.

chicago coin. . . .

Today America's Foremost Manufacturer of Coin Operated Amusement Equipment For Every Type of Location!

Heute Amerika's führende Fabrik von münzautomatischen Unterhaltungsausstattungen für jeden Standort:

Actuellement en tête des fabricants d'Amérique de Jeux à fonctionnement automatique avec monnaie, pour tous genres d'emplacements.

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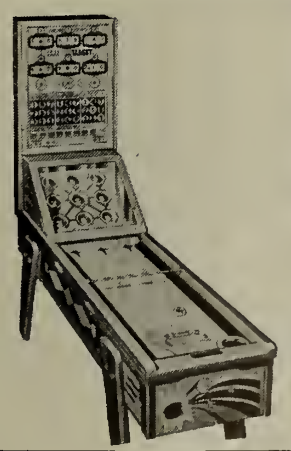

CRISS CROSS
TARGET
Ski-Type Game
Skilauf-Spiele
Ski-Type jeu.
Juegos tipo "Ski"

'ROUND THE WORLD
TRAINER
Thrill of Jet Flying
Aufregender Dusenflug
Saisissement "Thrill of Jet Flying"
Vuelos de Propulsión a Chorro

- Featured are only 2 of our many popular games—visit or write us for complete information.
- Dargestellt sind nur 2 unserer vielen beliebten Spiele—Besuchen Sie uns oder schreiben Sie uns um nähere Einzelheiten.
- Ces deux jeux sont parmi nos nombreux jeux populaires . . . Rendez-nous visite, ou bien écrivez-nous pour complete information.
- Estos son solamente 2 de los muchos juegos populares de que disponemos. Visítenos o escribanos pidiéndo detalles completos.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILL.

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MACHINE COMPANY

SEE US AT THE MORRISON HOTEL

EXPORT BUYERS! M.O.A. VISITORS!

Depend on FIRST'S strong experience in Export Sales! Complete reconditioning, special packing and quick service mean profitable business for you!

Quality Equipment—Large Selection

Visit our new enlarged showrooms. See the largest display of games in Chicago! Enjoy the comforts of our famous "Koinmen's Koffee Room" and meet your fellow operators! See our display of operator's photos!

USED GOTTLIEB 5-BALLS

LADY LUCK	$225
GOLD STAR	210
DAISY MAY	205
DRAGONETTE	195
HAWAIIAN BEAUTY	185
JOCKEY CLUB	185
MYSTIC MARVEL	185
LOVELY LUCY	175
GREEN PASTURES	165
ARABIAN KNIGHTS	155
PINWHEEL	155
SHINDIG	155
POKER FACE	145
MARBLE QUEEN	145
GUYS & DOLLS	135
GRAND SLAM	115
FLYING HIGH	105
QUINTETTE	95
QUEEN OF HEARTS	95
CORONATION	85
CHINATOWN	85
SKILL POOL	85
HAPPY DAYS	75
FOUR STARS	75
QUARTETTE	75
HIT 'N RUN	75
NIAGARA	75
GLOBE TROTTER	75
ROSE BOWL	75
MADISON SQ. GARDEN	69
TELECARD	55

BINGO 5 BALLS

BALLY

HI-FI	$345
SURF CLUB	365
ICE FROLICS	310
PALM SPRINGS	315
DUDE RANCH	285
YACHT CLUB	155
BEACH CLUB	265
BEAUTY	215
FROLICS	165
PALM BEACH	125
ATLANTIC CITY	125
SPOT LIGHT	85

TARGET GUNS

NEW

Exhibit MODEL 500
Genco WILD WEST
United BONUS GUN
Keeney RANGER

FIRST-Conditioned

Genco BIG TOP	$465
Exh. SPORTLAND	395
DELUXE CARNIVAL	385
RIFLE GALLERY	335
YOU SHOOT (Remington .22 with live ammo)	345
SHOOTING GALLERY	245
COON HUNT	235
SHOOT THE BEAR	150
JET GUN	115
SIX SHOOTER	95
RAY GUN	75
PISTOL PETE	65
DALE GUN	65

SHUFFLE GAMES

NEW
Chicago Coin
TRIPLE STRIKE
ARROW BOWLER
CRISS CROSS TARGET

FIRST-Conditioned

UNITED—Match

MERCURY, D. L.	$435
BANNER	395
ACE	345
TEAM, 10/25c	285
LEADER	285
IMPERIAL	255

UNITED—High Score

SHUF. TARGETTE	$385
SPEEDY	375
CHIEF	275
ROYAL	235
SUPER 6 PLAYER	95

CHICAGO COIN

FLASH	$395
STARLIGHT	325
SUPER FRAME	325
TRIPLE SCORE	155
CROWN	155
DOUBLE SCORE	.125

KEENEY

CARNIVAL	$135
6 PLAYER, Jumbo Pins with Formica	75
BIG LEAGUE BOWLER	55

GENCO

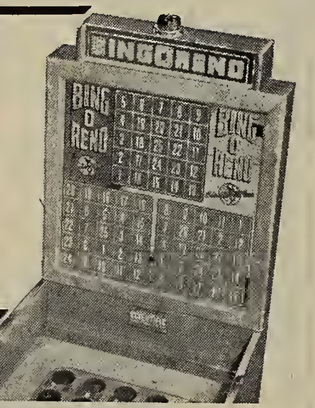
SHUFFLE MATCH POOL	$215
SHUFFLE POOL	155

FIRST
COIN MACHINE EXCHANGE
Wally Finke & Joe Kline
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

THE PERFECT SUMMER CONCESSION

Scientific's

BING-O-RENO



Your annuity for the next 20 years. Install a battery of BING-O-RENOS. Wonderful for amusement parks, beaches, boardwalks, drive-ins and all outdoor spots!

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DALLAS DOINGS

Bob De Priest and **Ed McLemore** got acquainted with some of the artists while enjoying the Variety Club Show. . . . Mrs. Ellison of Denton shopped in Dallas this week while her Mother vacations in Morocco. . . . Nice to see Maloney of Panther Distr. in Ft. Worth in Dallas this week. . . . Out of town visitors in buying new equipment this week were **W. W. Brown** of Henderson, **B. W. Byford** of McGregor, **Ralph Caybrook** and **Drew Osburn** of Ft. Worth, **Jimmy** of Longview, and **W. E. Lilly** of Cleburne. . . . We hear that starting as of April 2nd the S. H. Lynch Company will be closed on Saturdays. . . . E. D. Furlough will spend this week-end at Notre Dame with his son at the Junior Parents Meeting. . . . Operators by S. H. Lynch Company this week were Guy Kincannon and M. A. Walker of Waco (Walker says the rain has made his pastures real green and that he is doing real well in the cattle business), Sancetta from Marlin, Buddy Clem of Paris, Jimmy Garrett, Bob Foster of Cleburne, H. C. Lyde of Sherman, and Jack Maloney of Ft. Worth. . . . Jimmy Garrett reports good luck catching cat-fish, and Dual Price of Italy is all fixed up for some fishing trips. Came by in his new station this week.

THRU THE COIN CHUTE

EASTERN FLASHES

When you read this column, a good many of New York's coinmen will be in Chicago attending the MOA Convention. More New Yorkers left for this show this year than in any previous year. This same holds true for coinmen from New Jersey and Pennsylvania. Looks like a great show.

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Young Distributing service school on the Wurlitzer "1800" phono continues to draw large groups of music ops and servicemen. School held this past Monday, Mar. 21 brought out some 75 "students". **Joe Young** and **Abe Lipsky** report that they handed out 40 radios to those men who attended every one of the four classes held. Claims they'll need at least 30 or 40 more. Last class will be held on Monday, Apr. 4. . . . Bally's new kiddie gun "Bull's Eye" on floor of Runyon Sales—causing some very fine comment. **Barney (Shugy) Sugerman** and **Abe Green** off to the MOA show. Shugy, who had intended to continue on from the MOA show to Miami Beach, now advises he'll have to return to New York to take care of some important biz. Hopes to get to Miami a little later on. . . . **Jack Mitnick**, AMI regional representative, who has been accompanying AMI's field service engineer, **George Klersey**, to the various Runyon branch offices, left for the AMI plant in Grand Rapids, Mich. on Thursday. From there he'll fly up to the MOA show on Saturday. . . . **Hal March**, outstanding New England coinman—Brattleboro, Vt., 73 years young this week. . . . **Mike Munves'** sister, **Rose**, entered a singer in the RCA "Miss Juke Box of 1955" contest, and the girl wound up among the final three contestants. Winner will be decided by votes of music ops at MOA show. . . . Music ops of Camden, N. J., met on Thursday night, Mar. 24, to talk about dime play. Among phono distribs present were **Barney Sugerman** and **Abe Green**, Runyon Sales Co.; **Harry Rosen** and **Joe Fishman**, Atlantic-Penna Corp.; **Joe Ash**, Active Amusement Machines Co.; and **Herman Scott** and **H. Katz**, S & K Distributing Co. . . . Another New Jersey group of ops formed the Garden State Operators Association. Group in favor of dime play in their area, with many of them already running on 10¢, 3 for 25¢, with ep records in about 40% to 50% of the phono selection panel. Voted president of this group was our old friend **Babe Kaufman.** Other officers are **Frank Mandia**, vice president and **Danny Sylvester**, secy-treas. Members of the board are **Cookie Kirsh** and **Whitey Burbol.**

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Did you watch the **Sid Caesar** show on TV Monday, Mar. 21? One of the dance numbers was highlighted by a dozen juke boxes—all mfrs. models, some new, others early post war models. It was a great showcase! . . . **Dave Stern, Bob Slifer** and **Ed Adams**, Seacoast Distributors, all excited about the new Rock-Ola product, as they leave for the MOA show. . . . **Al Simon**, Albert Simon, Inc., shows Genco's "Wild West" gun on the showroom floor this week. Al, by the way, flies out to the MOA show—"To see my many friends" is the way he put it. . . . **Gertrude Browne**, Beacon, N. Y. op makes her regular Tuesday call on the wholesalers. Due to terrible rain storm and fogged up roads, has a tough drive, both in and out. . . . **Pat Volino**, Flamingo Enterprises, Paterson, N. J. on the street. Pat flies his own Beechcraft Bonanza airplane, and told us of some of his adventures. Expects to fly down to Miami with his son in a week or so. . . . Brings to mind another coinman who does a lot of flying—**Tony Catanese** of Silver King Amuse. Co., Suffern, N. Y. . . . **Harry Koeppel**, Koeppel Distributing, leaves for Chicago for MOA show. Brother **Hymie** stays home to keep the home fires burning. . . . **Meyer Parkoff**, Atlantic New York Corp., will fly out on Monday, Mar. 28, to MOA show. Couldn't get away any earlier. . . . **Carl Pavesi**, president of Westchester Operators Guild, as well as other committee members, busy with details for their 4th annual dinner and dance. Affair will be held at the New Parkway Casino, Tuckahoe, N. Y., on Tuesday night, May 10. New Parkway Casino holds considerably more tables than places where previous banquets were held, so many more coinmen will be able to attend. Souvenir journal goes to press on April 26. . . . **Max Levine**, Scientific Machine Corp., advises that **Jack Goldberg** and **Bill Ashmore** of the famous Casino Arcade, Asbury Park, has just ordered an installation of its new "Bing-O-Reno" games.

THRU THE COIN CHUTE

UPPER MID-WEST MUSINGS

John Morton and **Bob Addington** of Bismarck, N. D. made the trip into the Twin Cities together. John and Bob spent a couple of days shopping around and looking over the latest in coin machines and music machines . . . **Andy Theisen,** Northland Music Company of Brainerd, Minn. made a quick trip into town to pick up a bowler for one of their new locations. . . . Seen taking their time picking out records for their route were **Mr. and Mrs. Russell Gherity** of Baldwin, Wisc. . . . **Don Hazelwood** of Aitken, Minn. spent several hours in town shopping and looking over some bingo games. . . . **Cecil Terveer** of Winona, Minn. was seen picking up supplies and records for his route and he stated that he has been kept so busy that many times he had to call in for records over the phone . . . Getting all hepped up about the State High School Basketball tournament was **Gabby Cluseau** of Grand Rapids, Minn. . . . **Leo DeMars** of Ashland, Wisc. just can't wait until the smelts start running and that should be in a few weeks, as soon's the ice leaves the bay in Lake Superior up near where Leo lives . . . Recent visitors to the Twin Cities were **Frank Ponterio** of Worthington, Minn., **Bob Keese** of Forest Lake, Minn.; **Jim Lucking** of Benson, Minn.; **Hank Krueger** of Fairfax, Minn.; **John Galep** of Menomonie, Wisc.; **Jim Stansfield** of Winona, Minn.; **Ed Le Blanc** of St. Cloud, Minn.; **Frank Phillips** of Winona, Minn.; **Harry Galep** of Menomonie, Wisc., and **Charlie Sersen** of St. Cloud, Minn. . . . The Acme Music Company of Minneapolis, Minn., have done some remodeling in their record department and now they offer self-service which speeds up the sale of records and also cuts down on the time a busy operator must spend in purchasing records for their route . . . **Vera Schwartz** and **Irv Gorsen** are pleased with the new arrangement and report that they have received many comments from operators who are pleased with the new arrangement.